

*Astrid Harper*

Sales Writer

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**Selected Samples from Astrid's Copywriting Portfolio**

<u>Medium</u>	<u>Page</u>
Website Content	2
News Release (Internet Submission)	3
Blog Article, SEO Articles	4
B2C Email Solicitation – Financial Advisor	7
Winery Newsletter Subscription Invitation	8
B2B Email Solicitation – Spelt Baked Products	9
Real Estate Brochure	10
Hypnotherapist Brochure	12
Direct-Response Long Copy (Language Courses)	16
Direct-Response Short Copy (Social Media Workshop)	23
Coffee Sample Squeeze Page	24
Product Descriptions for On-Line Catalogs	26

## **Website Content**

### **Innovadia Marketing**

[www.innovadiamg.com](http://www.innovadiamg.com) - wrote entire site content

### **Sea Way Trade**

[www.seawaytrade.com](http://www.seawaytrade.com) – wrote entire site content

### **TheProWriters**, Dammam, Saudi Arabia

<http://www.theprowriters.com> – Wrote entire content, optimized for searches in S.A., and function as the chief copywriter.

### **Master Manifestors**

[www.mastermanifestors.com/about-master-manifestors](http://www.mastermanifestors.com/about-master-manifestors) - wrote this page and also the 10 emails for their ONE WIN eCourse

### **Law Office of Michael Larsen**, Santa Rosa, CA

<http://www.larsenlaw.net> – Wrote HOME, ABOUT, MY PRACTICE

### **Ami Sol** – Quality sun-protective children’s clothing. Wrote the following pages:

<http://www.ami-sol.com/aboutus.asp>

[http://www.ami-sol.com/Ami\\_Sol\\_Our\\_Brand\\_a/142.htm](http://www.ami-sol.com/Ami_Sol_Our_Brand_a/142.htm)

[http://www.ami-sol.com/We\\_Care\\_s/75.htm](http://www.ami-sol.com/We_Care_s/75.htm) (some changes made by client)

### **Monica Michelle Design**, Rohnert Park, CA

<http://www.monicamichelledesign.com> – Wrote HOME, ABOUT

### **Integrated Training Company**, Dammam, Saudi Arabia

<http://www.gotoitc.com/why.php> - Wrote company profiles for 6 business units.

### **Sami Rock**, Jeddah, Saudi Arabia

<http://www.samirock.com/index.htm> - Wrote HOME, ABOUT US, SERVICES, CAREERS. Some changes made by client.

### **FBE Spa**, Los Angeles, CA

Wrote the following pages + 4 product brochures for this client:

<http://www.fbespa.com/spages/about.htm>

<http://www.fbespa.com/vibration-machine-los-angeles.htm>

<http://www.fbespa.com/infrared-sauna.htm>

<http://www.fbespa.com/pneumatic-compression.htm>

<http://www.fbespa.com/body-detox.htm>

<http://www.fbespa.com/anti-aging.htm>

### **The Venture Code**, Palo Alto, CA (tools for funding success)

<http://www.theventurecode.com> (formerly Heptalysis)  
<http://www.heptalysis.com/lpkit.htm> (provided entire site content + several additional landing pages for various campaigns. They are available on request)

## **News Release**

The following release was formatted for Internet submission and contains all of the client's keywords.

### **New Venture Assessment and Entrepreneur Financing Tool**

***Just in time for the launch of thousands of new businesses being started by professionals who lost their job, Heptalysis helps them obtain the funding they need. The program was originally designed for angel investors to help them assess the viability of a proposal, but is now available to entrepreneurs seeking start-up or expansion capital. Heptalysis goes much further than an ordinary business plan product.***

Palo Alto, California – October 1, 2008 - Pejman Makhfi, principal of TheVentureCode, is pleased to announce the launch of his venture planning and assessment tool called Heptalysis. Named for the seven elements that go into planning and assessing any new business, Heptalysis is designed to assist entrepreneurs in funding a business.

More than three years in the making, Heptalysis fills a dual need not previously addressed with other programs and business plan products. As a serial entrepreneur, investor and consultant to the industry, Mr. Makhfi himself constantly ran up against the challenge of evaluating proposed ventures. He always found it difficult to separate an entrepreneur's enthusiasm from the cold hard facts that are necessary to gauge the viability of a project. Professional business advice or entrepreneur training can be a very costly undertaking for a startup entrepreneur, and Mr. Makhfi felt strongly about providing a low-cost tool to get them over this hurdle.

Simply put, Heptalysis steps the user through a series of hard questions – questions that any investor would ask – and, when answered honestly, will point up where the weak areas are in the proposal. This gives the entrepreneur the opportunity to work on those areas and much increase his chances of obtaining the capital he needs.

According to current statistics, only 2% of all business proposals receive funding, yet angel investors have only 20% of their available capital invested. Narrowing the gap between those two numbers is the mission of TheVentureCode.

Heptalysis is web-based, easy to use and currently available at the introductory price of \$395.00. For further information, or to order the package, go to [www.heptalysis.com](http://www.heptalysis.com)

TheVentureCode is a subsidiary of VentureChoice, a Silicon Valley angel investor group.

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## **Blog Article**

Preparation is everything when trying to raise money for a new venture. Entrepreneurs need to be thorough and anticipate the questions and requests that will be thrown at them – if they even get as far as a meeting with an investor.

The first step is to submit an Executive Summary that is no more than two pages long. The purpose of this document is to gain a meeting with an investor. Because of the brevity of this document, every element and every word counts. It must convince the investor that spending 30 minutes is worth his/her time. Miss this one, and the game is over!

The second step is to present a Pitch Presentation in PowerPoint for use in front of the investor. The entrepreneur must be sensitive to the time element and respect the amount of time the investor is willing to give. It can range from 10 minutes to one hour. This will determine the number of slides to pick, while making every one of them count. The order in which the slides/topics are presented is extremely important so as to not lose the investor's attention. This presentation must hypnotize!

The third step is to present a Business Plan. If the Pitch Presentation was successful, the investor will ask for it. This document has many elements, and it is important that it considers the investor's priorities. For example, most entrepreneurs are fixated on their product, while Investors are more interested to know whether there is a market that has a dire need and is ready to buy. Another important consideration for the investor is the execution of the business plan. Is there a professional team in place that can turn the plan into reality smoothly?

Final point: all three documents must be complete before approaching investors, and they are usually developed in reverse order. If the Executive Summary sizzles, the entrepreneur must be prepared to follow through immediately. It does happen!

## **SEO Articles**

### **Industry Overview**

Advertising in India, a polyglot society, would seem quite a challenge at first glance. More than 400 tongues are classified as “living languages” on the Indian sub-continent. Its two main branches are the Indo-Aryan languages spoken in the north and the Dravidian languages spoken in the south. In order for a country of such diversity to function politically and for business in India to expand, an official language had to be declared. This turned out to be two languages: Hindi and English.

This is good news, not only for foreign companies doing business in India and reaching the India market, but also for the entire business culture in India and its rapid expansion. Young people who have the means and desire to gain their higher education in Britain or the United States, can do so without language barriers. And scores of international corporations have turned to the Indian call center market for their customer service needs. So what may originally have been viewed by some as an undesirable throwback to British Colonial rule, turned out to be a blessing in disguise. After all, today English is the recognized lingua franca of global commerce and information technology, and India is the main beneficiary of this development.

English-language advertising in India is among the most creative in the world. However, TV advertising in the Hindi language has been catching up in the past 10 years, especially with the advent of satellite TV. Hindi TV channels - such as ZEE and Sony TV – are emulating Western channels, and most advertising on such channels is sophisticated and appeals to the middle classes. Such channels have forced the state-owned channel, Doordarshan, to spice up their programs which, earlier, were quite drab. STAR TV, once an all-English channel, has recognized the importance of the Hindi-speaking market by adding many more Hindi programs. Even the British Broadcasting Corporation is reportedly toying with the idea of airing Hindi programs.

## Competitive Landscape

There are many media to choose from for advertising messages, and the best avenues will depend on Indian market research. Top companies in this arena are Evaluserve located in Gurgaon a suburb of New Delhi, Ugam Solutions with two locations in Mumbai, and WNS, headquartered in Mumbai with seven branch locations throughout India.

To develop specific messages with mass appeal, a company might consider Indian business communication consultants, such as an advertising agency. The top five in India in terms of revenues are Hindustan Thompson Associates, Lintas India, Mudra Communications, Ogilvy Mather and Everest Advertising. These companies employ India culture people which will ensure that no advertising blunders occur in India.

India has a diverse and growing number of daily newspapers. Since the economic reform program in 1991, business and financial news reports in English-language and other language dailies has increased along with steady business expansion and the movements of the stock markets. Most leading publications have their circulation audited by the Audit Bureau of Circulation which has an India-dedicated office in Mumbai. Leading business newspapers include *Business Standard* and *Economic Times*. Magazines include *India Today*, *Business India*, *Business Today*, and *Business World*. Low cost advertising options include free on-line classifieds and on-line India Yellow Pages. Entrepreneurs on a shoestring who are asking themselves “how do I promote my website for free” might go to <http://answers.yahoo.com/question/index?qid=20080315105847AAAV2PW> and follow the suggestions on this blog.

In addition to advertising, other kinds of trade promotion activities are also well-developed in India. A large number of exhibitions are held all over India, the most prominent ones at Pragati Maidan in New Delhi. Conferences and seminars are also widespread.

Direct marketing to the consumer is still in its infancy because of impediments with mail delivery, banking services and fund transfers. However, credit card companies are increasingly targeting India's one million cardholders through directly-mailed offers of goods and services.

Rural marketing in India is accomplished by millions of door-to-door sales representatives who visit neighborhoods and villages across India. From ice cream vendors to carpet sellers, India's residential neighborhoods are frequently visited by merchants offering a variety of products. Some soft-drink companies have even used beauty queens to make surprise knocks on doors!

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Keywords: India culture people, Indian stock market, how many languages do people in India speak, Indian market research, promote my website for free, India Yellow Pages, doing business in India, business culture in India, advertising blunders in India, Indian call center market, free ads, Indian business communication consultants, business India, advertising in India, India market, rural marketing India.

Word count: 751.

### **Find Financial Freedom with an On-Line Business**

So you're sick and tired of the corporate scene, of being over-worked, under-paid and unappreciated. Trading your time for dollars seems like indentured servitude that you cannot wait to escape. Or perhaps you've been laid off like so many others these days and are wondering what's next.

Perhaps you have investigated work-at-home "opportunities" and found them wanting. There certainly are a lot of scams out there on the Internet – so hold on to your money! The only ones getting rich (perhaps) are the scam artists. Nevertheless, money is being made on-line as more and more businesses shift to on-line selling. Consumers are becoming more confident about the transactions, as long as they are securely encrypted. Make sure you see an "s" behind the http in the URL when you are in the shopping cart section of a site – i.e., <https://www.xyz.com>

The next question is what to sell on-line. There are two categories that lend themselves to shopping carts: Products and Information.

If you are an inventor who has tried in vain to commercialize the greatest gizmo since sliced bread, here is your opportunity. If your invention really has merit, i.e., consumers need a solution they cannot find anywhere else, you have a very good chance of succeeding by selling it on-line. You just have to make sure that your site is found by including as many applicable keywords and keyword phrases as possible in your site copy. Think about how you would search if you were looking for a solution your product

fulfills. If you are not an inventor, there are thousands of sources worldwide for products of every description. Both India and China can produce at amazingly low costs.

Selling information on-line is very popular because of the ease of fulfillment – no product to ship – just on-line access to your e-book or other web-based application. Depending on your previous career, you are an expert on something that someone else is interested in. Just make sure that it has wide appeal. If you do not know how to write, check out <http://www.elance.com> and register as a buyer of services. When you post your job with your top budget, you will have between 10 – 30 writers responding, all underbidding each other.

Now you may wonder how much you have to spend on an e-commerce website. If you contact a local website development company, it will run into many thousands of dollars. But you don't have to start there. Here is a cool site where you can have all the features you need for one low monthly subscription: <http://www.clicksoncall.com>

### **Email Solicitation (independent financial advisor)**

Subj.: **Declare your job independence!**

Dear Friend,

If you face being out of a job – “downsized”, “restructured”, “right sized”, forced into “early retirement”, or whatever other silly euphemism you want to use for OUT ON YOUR EAR, take heart! Scary and deflating as it is, it's NOT the end of the world. It's a time to reflect, think about what's important to YOU, and perhaps make a move into a totally different direction.

Perhaps you've been too busy making a living to have a life! Wouldn't it be nice to make a job optional? Thousands of your fellow laid off workers are doing just that – either consulting or starting a small home-based business in their field of expertise. However, one thing should have TOP PRIORITY at this time of your life: **A thorough review of your retirement nest egg.**

- Do you know if you are in the right investments to meet your retirement goals?
- Are you getting solid investment information that meets your risk tolerance?
- Do you have the feeling your broker is just churning your account to earn more commissions?

Here is a pain-free way to find out. Go to our secure web site [www.\\_\\_\\_\\_\\_](http://www._____) for a FREE professional analysis of your retirement outlook. It will take only a few minutes of your time. Your information remains secure and private, and there is absolutely no cost, no obligation and no pressure.

If you do decide to work with us, we are INDEPENDENT Investment Advisors. We are not tied into specific products, nor do we rely – like brokers – on churning your account

to earn commissions. WE BENEFIT BY ADDING VALUE TO YOUR PORTFOLIO – that’s a powerful incentive to look after YOUR INTERESTS!

At this time you may still be unsure of your next direction, but one thing you can do RIGHT NOW. Get your FREE Professional Analysis of your Retirement Outlook. **Click here to enter our secure web site [www.](http://www.)** Your Access code is \_\_\_\_\_.

Sincerely,  
Company Name

### **Solicitation for E-mail Newsletter Subscription**

(Sample I submitted in response to an ad for a writer. It involved rewriting their copy and suggesting names for their Newsletter which they had named “Connoisseur List”)

#### **Suggested names for your list:**

The Rare Wines Insider

Vintage Collectors Club

The Connoisseur Insider

Select Wine Connoisseur

#### **Solicitation rewrite:**

Dear Wine Connoisseur,

Quite frankly, this offering is not for everyone. In fact, it’s not even for our Club Members. However, your name has appeared on a select list of wine connoisseurs who truly appreciate the extraordinary and will go to any lengths to find it.

Ledson Winery & Vineyards wines will fulfill your highest expectations. They are produced with passion and great attention to detail in Northern California’s famed wine producing region – Sonoma County’s Valley of the Moon. Surrounded by rolling vineyards, the Ledson chateau embodies all that is special about a region that naturalist and horticulturist Luther Burbank once called “the chosen spot of all this earth as far as nature is concerned.”

These ideal growing conditions are reflected in all our wines – but especially in our Limited Edition Wines which will be announced via email to only a small group of subscribers to **The Rare Wines Insider**. By subscribing to this mailing

list, you will be the first to know about very limited editions or single vineyard designations that cannot be included in club shipments and often sell out before they are even released! You will also learn about

- Our highly rated wines – the ones that have received Gold Medals, Best of Class or Best of Show awards
- Wines that Steve Ledson and his amazing winemaking team have held back for further aging and have selected as premium barrels
- Library wines and wines from Steve Ledson's private collection

But you must act quickly when our announcement arrives in your email box because all offerings are subject to prior sale. You may then secure your selections by either ordering on-line, calling the winery, or by visiting our tasting room.

As we said before, this subscription offer to **The Rare Wines Insider** is made to only a small group of wine connoisseurs, and we expect that we may have to turn down some subscription requests. Therefore, we're sure you'll understand that any subscribers who have not made a purchase within 12 months will need to be dropped from the list.

Secure your subscription to **The Rare Wines Insider** by clicking on the link below. Do it right now before you forget and your spot goes to someone else!

Sincerely,  
Steve Ledson and the Winemaking Team

### **B2B Email Solicitation – Spelt Baked Products** (mailing to 200 names resulted in 6 new distributors)

[Email Solicitation to Grocery Wholesalers](#)

[Subject Line:](#)

Something New & Healthy for Your Grocery Stores

[Body Copy Headline:](#)

### **Product Innovation is the Lifeblood of Any Business – Including Yours!**

Dear Grocery Wholesaler,

Have you noticed how many grocery stores are starting to offer organically grown health foods? That's because they know there is demand for it.

Consumers are catching on to how unhealthy the selections in conventional grocery stores are. Chemically treated, genetically altered, stripped of nutrients, these so-called foods are making us sick in ever larger numbers. Consumers deserve better, and they are demanding better.

That means the trend to organically grown selections in grocery stores will continue to expand. Are you taking advantage of this trend?

We are Eden's Original, and we are specialists in artisan baked goods made with spelt. For the first time we are seeking to expand into Europe with our lines of

- **Crunchy Crispbreads in 6 flavors**
- **Delicious Cookies in 5 flavors**
- **Yummy Biscuits in 3 flavors**

Spelt is a sub-species of wheat. It was widely consumed in ancient times, but later gave way to wheat for human consumption. Up until fairly recently, spelt was fed mainly to animals. But now that we are learning so much more about nutrition, we realized that we are feeding our animals better than we are feeding ourselves. Spelt is vastly superior to wheat – nutritionally and also in other respects.

- Its tough outer husk does a better job of protecting nutrients
- It has a slightly sweet, nutty flavor
- It contains 50% more protein than wheat
- It has a low glycemic index, making it suitable for diabetics
- It contains exceptional vitamin/mineral complexes
- It is easier to digest than any other grain
- It may be tolerated by some people with wheat intolerance (depending on severity of intolerance)\*
- Our baked goods contain no yeast and are suitable for anti-candida diets
- We do not mix in other flours – we bake with 100% spelt flour

\*Note: It is not appropriate for gluten intolerance (celiac disease)

But regardless of how many health benefits spelt offers, if the baked products are not tasty, consumers will not buy them.

**That's where Eden's Original spelt products shine, and we are ready to prove it to you.**

[Click here \(links to Landing Page\)](#) to learn much more about spelt's outstanding health benefits, how meticulously we source our spelt and how carefully we bake our products.

You will find a link for placing a trial order. And if you need convincing before you order anything, **we will send you samples at no charge.** Just [click here \(links to Landing Page\)](#) to request your samples.

**Edens Original Crisp Breads, Cookies and Biscuits** may just become your next hot seller – we would not be at all surprised.

The Team at Edens Original

### **Brochure Copy for Fountaingrove**

(written ca. 1986 for Sonoma Financial Corp. The target audience was home builders and commercial developers. Note: at the time part of this holding was designated commercial/light industrial)

FOUNTAINGROVE has been recognized for more than a century as one of the world's rare and remarkable places, possessing the power to enrich the lives of all who discover it. FOUNTAINGROVE is lifestyle at its most extraordinary – an environment that soothes and nurtures, and allows one to acknowledge the miracle of beneficially integrating work with life and leisure.

FOUNTAINGROVE sits strategically at the heart of Sonoma County, which is immediately adjacent to Marin and Napa Counties and to the Pacific Ocean. This area boasts not only some of America's finest wineries and most picturesque vineyards, but land that is rich and naturally diverse in many other ways – rolling oak-covered hills, pastureland dotted with exquisite horse ranches, clear streams and breathable air, huge Lake Sonoma and the scenic Russian River with its Bohemian grove, elegant stands of ancient redwoods and blossoming apple orchards. From a breathtakingly dramatic coastline to the vast geothermal facilities at The Geysers, the area's Mediterranean climate with year-round mild temperatures adds to the pleasure of living and working in such an extraordinary environment.

The increase in cosmopolitan population is adding rapidly to the area's cultural ambience and the vitality of its economic base. Under construction, for example, is the largest shopping mall between San Francisco and Oregon! FOUNTAINGROVE's panoramic vistas of the North Bay region provide a pleasant reminder that you are comfortably close and practically equidistant to San Francisco and Sacramento, within the sphere of all the commerce and treasures of the Bay Area – famed universities, major league sports teams, the opera, theater, the zoo, cable cars, its globally connected financial district and, of course, some of America's greatest restaurants.

In 1875, Thomas Lake Harris, described by William James as "America's best-known mystic", brought a small band of followers to FOUNTAINGROVE to form a Utopian colony – California's first commune. He described the ranch as "Eden of the West" and was certain that the 1800 acres he purchased comprised the best place in the world for his Brotherhood of the New Life. FOUNTAINGROVE proved a most supportive and lucrative environment. One of Harris' disciples, Japanese-born Kanaye Nagasawa, pursued viticulture and within a few years winemaking became the mainstay of the commune. Harris, always the spiritualist-poet, called the wine "divine liquor." The FOUNTAINGROVE label became internationally known, and Nagasawa achieved fame as the Japanese Wine Baron of California. He built the stone winery and the landmark Round Barn, both of which still stand as unique historic monuments of the past as well as symbols for the future.

Today, FOUNTAINGROVE is still a very special place – 1,875 acres being developed with appreciation and respect for its history and natural beauty.

Brochure Copy – Hypnotherapist

# *Life changes*



*With Michael*

## Hypnotherapy

- Will help you **find yourself, free yourself, be yourself**
- Will use your mental playground to reframe memory
- Will create positive life changes in all areas where you now feel stuck:
- Relationships
- School and Career
- Phobias
- Weight issues
- Health concerns
- Pre- and post surgery
- Life-threatening illness
- Pain management
- Addictions
- Sexual identity
- The choice is yours

The mind-body connection is now widely recognized by the medical community. Doctors know that patients with a strong belief system and prayer support will heal much faster.

■

Hypnosis accomplishes the same thing. It allows you to travel inward, deal with your fears and issues and facilitates healing.

■

Under hypnosis you are aware and in control at all times. Your hypnotherapist acts as a facilitator in reaching your highest good. Therefore, rapport and trust in your hypnotherapist is an essential factor.

■

I have a special affinity for working with children. Perhaps like minds recognize each other? Likewise, working with teens at risk and those struggling with their sexual identity is especially close to my heart.

■

### *About Michael*

Long before I was school age I knew that I was different. I could see things that were not of ordinary reality, yet how can a child explain to an adult that it is not just a childish fantasy? I spent much of my childhood in emotional isolation. Later this would lead me to the study and teaching of metaphysics, a subject that is of importance to me to this day.

Because of this interest I have helped many friends with pre-surgical hypnosis, with results that consistently astounded their physicians. This was emotionally so satisfying that I had found

### *my real calling*

I now have my Master Hypnotist certification from The Hypnosis Training Institute in Corte Madera, CA, a school with a world-wide reputation for the highest professionalism. I am a member of the American Council of Hypnotist Examiners.

### *michael offers*

- A wholistic approach to healing through:
  - Private sessions
  - Regression – Reframing
  - Counseling
  - Classes and discussion groups up to 12
  - Chakra work
  - Energy balancing
  - Reflexology treatments and classes
  - Guided Meditation
  - Healing work
  
- House calls by arrangement
  
- Initial consultation is complimentary

By appointment only

*Michael A. Price, CHT*

*LIFE CHANGES*

*707-569-8606*

*E-mail: map\_4u\_2bu@msn.com*

**Direct-Response Solicitation Letter**

(final class project for American Writers and Artists Institute's "Accelerated Program for 6-Figure Copywriting" Course by Michael Masterson)

**The Global Economy is here!  
Are You Equipped to Survive It?**

**Arm yourself with the Most Powerful Weapon to Beat out the Competition for**

**Jobs,  
Clients,  
Economic Security.**

Dear Friend,

Yes, we live in a global economy, and what that means has not hit most American, until they find themselves out of a job – “downsized”, “restructured”, “right sized”, forced into “early retirement”, or whatever other silly euphemism you want to use for **OUT ON YOUR EAR!**

If this has not happened to you yet, it could hit you tomorrow, next week or any time! You probably know one or more people who have been laid off. Are they working again? Are they earning what they used to? Scary, isn't it? And middle managers are especially vulnerable!

In spite of our booming economy, thousands of workers continue to be laid off every day. You've probably read about it in the papers or seen it on TV news with disturbing frequency, and economists predict that most of these jobs will be gone **FOREVER!**

How can this be if our economy is doing so well?

The answer is that a global economy is a **CHANGED** economy. And in order to survive, workers must be prepared to meet radically changed demands. What are these demands? They boil down to two: Techno-savvy and/or **Fluency in Foreign Languages!**

Americans used to have it easy. Language studies were something for people so inclined who wanted to show off when vacationing in foreign lands. Domestic markets were so strong that exports were viewed as a highly risky strategy designed for only the brave. Today this country's very survival depends on foreign markets, and your economic survival depends on how well you can adapt!

If you think we're pulling your leg, pick up the Sunday Classifieds of any major metropolitan newspaper, and this is what you will see:

*...International Sales Manager... languages highly desirable...  
...Sales Manager Asia... must be fluent in Japanese and Mandarin...  
...Production Manager, Mexico... Spanish mandatory...  
...Business Developer, Eastern Europe... Russian language required...*

and on and on. Can you compete in this environment? If not, you should be concerned.

## **Foreign Language Mastery will Change your Life Forever**

Luckily the global economy is also a fantastic opportunity for you to stand out from the crowd and make yourself absolutely indispensable to your current employer. Or make a lucrative career move to a new employer!

When you put fluency in one or more foreign languages in your skills basket, you will never have to worry about job security again. You will be a highly desirable and highly paid employee who gets to travel the world, negotiating confidently with customers or vendors around the globe.

You may even be asked to transfer to another country to manage sales or production. Think about how much easier that move will be if you already know the language! Can you see yourself living and functioning comfortably in an exciting new culture? There you are, highly paid and highly respected, enjoying that culture to its fullest.

If you are self-employed and dealing with foreign clients, impress them with your fluency in their language. Show them that their business is important enough for you to make the effort. Know exactly what's going on in your negotiations with them, and watch your earnings go through the roof!

If you like vacationing in foreign countries, or plan to retire there, think how much more you'll get out of the experience if you can converse with the natives. Feel secure, knowing that no one can take advantage of you because of language barriers. See yourself in command of any situation that involves YOUR money! Never again give up control because you don't know what's going on.

## **Success Guaranteed with the First Easy Way to Learn**

If you have tried to learn a foreign language in the past – in high school, college, or through some language course – and have failed, don't give up. There now is a way to make learning fast, easy, almost automatic, and FUN with the **Lang-uistics System**. Thousands have done it, and so can YOU!

Even if you think you have no talent for languages, give the Lang-uistics System a try. You'll be amazed at how easy it is to learn and be fluent in a foreign language in only 30 days – guaranteed! Yes, GUARANTEED, or your money back with no questions asked!

How can we be so sure of your success to make such a strong guarantee?  
We know it works because our students enjoy a 90% success rate in only 30-45 days at the “intermediate high” level established by the U.S. Foreign Service Administration.

Now you may be thinking about your previous experiences trying to learn a language and asking yourself, “How is this possible? I struggled for years in high school and college, and I remember nothing!”

Very good point and very good question. Dr. Lang, the developer of the Lang-uistics System, asked himself that very same question, and after years of extensive research, he came up with the answers. Based on his research into languages and into how the brain absorbs information, he found that all previous methods were bound to fail. So he developed a brand new approach based on his findings.

## **Learn from THE Language Expert**

(picture of Dr. Lang, captioned: *Dr. Arthur Lang, Professor of Linguistics at Columbia University and Founder of Lang-uistics*)

Now you may wonder how Dr. Lang ever became involved in language research and how he arrived at his unique system. Actually, his interest in languages goes back to his childhood when he traveled with his opera-singing parents, picking up words of the native language wherever he was.

Later his studies took him to universities in France, Germany and Japan. He ultimately settled in New York City where he is a professor of linguistics at Columbia University. This is where he began his research, remembering how easy it was for him to learn languages as a youngster, and wondering what the mechanics of that were. The results of his findings are the basis of Lang-uistics:

- The human brain absorbs information most effectively in 30-minute increments
- Language reaches the brain most quickly through hearing
- The principles of “anticipation” and “layered memory recall”

You see, there is a very good reason why each lesson is 30 minutes long (30 lessons in all on 15 cassettes).

“Layered memory recall” involves hearing a new word repeatedly in conversations at precisely timed intervals – each interval a bit longer than the one before. That’s Dr. Lang’s sneaky and extremely effective way to move that word from your short-term to your long-term memory without any effort.

“Anticipation” occurs when involved in an actual conversation where the correct answer can be anticipated and pulled from the memory bank. Dr. Lang has found that when these principles are applied, the retention rate is vastly higher than with traditional teaching methods.

Dr. Lang continues to be involved in language research and updates his system whenever new findings become available. So, with Lang-uistics you will always have the latest language research findings at your disposal, ensuring your success.

## **Lang-uistics is Unlike Any Other Method you’ve Tried**

1. The Lang-uistics System DOES NOT burden you with thick volumes to read. It DOES present the information in a series of 15 audio-cassettes, consisting of 30 lively and interesting half-hour lessons. Each lesson builds on what’s been learned in the previous lesson, and your on-tape tutor guides you without effort through the material. Dr. Lang found that the very best way to absorb language is through your sense of hearing.
2. The Lang-uistics System DOES NOT burden you with tedious vocabulary drills. It DOES present new words in precisely paced repetitions, based on Dr. Lang’s research findings on how the brain absorbs information. Now each new word moves from your short term memory into your long-term memory without effort. You won’t even know that it’s happening!
3. The Lang-uistics System DOES NOT burden you with grammar rules. IT DOES present you with “whole language” in a conversational style that involves common everyday social, travel and business situations. Native male and female speakers assure correct pronunciation, inflection and speed. All you have to do to speak like a native is to listen and repeat.
4. The Lang-uistics System DOES NOT burden you with tens of thousands of words that make up a whole language. It DOES present you with the 1,500-2,000 words that are most commonly used and will get you easily through any situation. If that still sounds like a lot of words, it’s really not. You’ve already accomplished much more than that when you were growing up. When you were a toddler you quickly absorbed a language which, because of its combined Roman, Celtic and Anglo-Saxon roots, contains a larger vocabulary than any other language in the world: ENGLISH. You certainly weren’t smarter as a kid than you are now. No, it happened because you learned “whole language” in social situations – the same as Lang-uistics.

## **What some of our grateful students have to say about Lang-uistics**

*“As the manager of an international marketing firm, speaking at least one foreign language is part of the job. The owner of the company is so impressed with Lang-uistics that he’s happy to buy a program for any employee that wants to learn a new language.”*  
R. Barrow

*“When I was transferred to Japan by my company, I was very concerned about learning the language. Lang-uistics’ promise is true. It’s possible to learn a new language in 30 days. I did it.” S. Stevens*

*“As a travel agent, I have to speak with people in foreign countries all the time. I found learning the Lang-uistics way to be very easy. I’ve studied Spanish and French – and plan to learn Italian next. Now I’m confident when I’m making reservations for my clients.” D. Della*

*“I studied Spanish for 4 years in school and could never get beyond “Buenos dias” and “adios.” After just 1 month of listening to the Lang-uistics tapes, I can carry on detailed conversations with my colleagues in my company’s Mexico City office.” K. Allen*

*“I tried learning French in school and through other tape programs, but the Lang-uistics System is the only method that worked for me. The lessons are engaging and move at a good pace. It is the best way to learn a foreign language.” T. Young*

*“I just came back from a wonderful trip to Germany, made so much better because I could communicate with the people I met. I can’t believe how much I learned from the tapes.” G. Brozt*

*“I thought I was too old to learn a new language, but when my husband and I decided to start our retirement with a month in Mexico I decided I’d give it a try. Thankfully, the Lang-uistics System was recommended to me by a friend. My husband and I had a great time listening to the tapes and learning Spanish as we drove from Oregon to San Miguel de Allende, Mexico.” H. Harrison*

These are just a few examples of hundreds of letters we have on file in our office.

## **Learn On-the-Fly and be Fluent in Only 30 Days!**

Pop a tape into a cassette player and learn while you’re preparing dinner, folding the laundry, doing your nails, relaxing in a bathtub, commuting, or traveling on an airplane. Your tutor on tape introduces you to each conversational situation, acted by native speakers, and explains the logic of words, phrases and sentences. Then he involves you in interactive questions-and-answers that will have you sound out words and phrases and speaking the language before you know it! It’s easy and it’s fun!

A workbook accompanies your tapes to support what you’ve learned, but it’s only 50 pages long. The emphasis with Lang-uistics is on HEARING and SPEAKING, and the system makes it effortless.

## **You’ll be in Good Company**

When you order your Lang-uistics System, you join a prestigious circle of clients in:

Government

U.S. Army  
U.S. Navy  
U.S. State Department

Education

University of Miami  
Harvard University  
Johns Hopkins University  
Duke University

Private Industry

AT&T  
NBC Television  
Volkswagen  
Hewlett-Packard  
Data General  
Nestle

Coca Cola  
IBM  
Reebok  
Ford Motors  
Nabisco

*“The Lang-uistic System is the official language program of the U.S. Department of State.”*

E. Fellington, Administrator for the U.S. Department of State

*“Lang-uistics is the best language learning program on the market. I’ve been studying languages since 1950 – and this is the most effective and most enjoyable way to learn a new language available.”* J. Smithers, President of the National Association of Language Clubs

These are clients who search out the absolute best values in everything they buy, since budgets are tight in government and education, and corporate America can also no longer waste money in our global, competitive economy. So when you purchase the Lang-uistics System, you can be assured that you are getting the best there is.

We respect how hard a dollar is earned these days, and would not dream of offering you anything less than the finest language learning method available on the market today.

## **Powerful Income Insurance at your Command**

Now you may wonder what such a well-researched and incredibly effective system may cost and whether you can afford it. To answer that, think about what pulled you into reading this letter: **Arm yourself with the Most Powerful Weapon to Beat out the Competition for Jobs, Clients, Economic Security!**

Fact is that you cannot afford to pass up this opportunity to assure your economic future. And compared to what other language courses and schools charge, the cost of Lang-uistics is a small investment in the most delightful positive changes in your life. Changes that will put YOU in control of your job, your customers, your clients, your LIFE!

Lang-uistics is an Unbeatable Value.

Do the research in your area. Find out what public or private language instruction would cost to get you to the “intermediate advanced” level established by the U.S. Foreign Service. Then find out how long it will take to get you there. You’ll discover that it will take several years and thousands of dollars. And remember, you’ll be back to vocabulary drills, grammar rules, and boring repetitions that have failed you in the past.

So, why not break the old patterns of failure and apply the latest research findings in language instruction and have FUN while you're learning. Remember, with the Lang-uistics System you'll get:

- Audio-cassettes you can play in the comfort of your home or in the car – time that is normally wasted
- An on-tape tutor who guides you every step of the way and engages you in questions and answers that will have you speak like a native in 30-45 days.
- Easy and fun lessons that involve the most commonly used words and phrases, conversational sentence structure, and practical phrases used every day by native speakers
- No vocabulary to memorize, no grammar rules to learn, no written homework
- An iron-clad guarantee of success, or every penny of your money back
- A sure-fire way to make you indispensable to your employer
- An impressive edge over your competition for foreign clients
- A decided advantage when traveling or retired in a foreign country.

What would you expect to pay for such a powerful program? If you've done your research you'll know that it is easily worth \$1500 or more. However, Dr. Lang wants to put Lang-uistics into as many hands as possible and sells his powerful learning system for only \$495.

**But we have even better news for you!** Since we found your name on a list of forward thinking people who have expressed a genuine interest in learning a foreign language, we have made special arrangements with Dr. Lang to offer you his Lang-uistics System for only \$347. That's a 30% savings over the regular price! But we urge you to respond quickly.

This is a limited time offer, valid only for responses received in the next 30 days. **DO NOT MISS OUT ON THIS LOW-COST OPPORTUNITY FOR GUARANTEED SUCCESS IN MASTERING A FOREIGN LANGUAGE.** Be sure you respond by January 30, 1998. See the enclosed order form for details.

Your Success is Guaranteed or you Pay Nothing

We are so sure about your success with the unique Lang-uistics learning approach that we can confidently make you this iron-clad guarantee: Try the Lang-uistics System for a full 30 days without risking a penny. If you find that Lang-uistics is not everything we say it is, return it to us in its original packaging at the end of 30 days. Your purchase price will be refunded in full, no questions, no quibbles.

You risk absolutely nothing by trying Lang-uistics, and you have everything to gain in personal confidence and economic security. Do not delay, do not miss out on this limited low-price offer. Our global economy is a reality, and it threatens YOU with obsolescence! You cannot afford to put this aside; so respond today before you forget!

Sincerely,

Astrid Harper, Publisher  
XYZ Publishing Company

P.S. Lang-uistics is available in 30 languages. Neatly packed in a 12” x 10” vinyl binder, the 15 audio cassettes are easy to take with you wherever you go.

Your success is guaranteed, or your money back! Act today; our special price offer is limited to responses received or postmarked no later than January 31, 1998!

If you would like to order more than one language, call our toll-free number listed on the order form and ask the operator for volume order discounts!

### **Direct Response – Short Copy – \$299 Social Media Workshop**

Resulted in three sign-ups in the first two days on client’s Facebook page.

## **Build it and they will come!**

**That may have been true for Kevin Kostner in the movie “Field of Dreams”, but it definitely does not apply to websites.**

As a small business owner you’ve probably already discovered that. Maybe you’re wondering what all this talk about having a website is about. Maybe you’ve spent a ton of money on professional design, but you can’t trace any significant revenue to website traffic. Your return on investment is very much in doubt.

Perhaps you’re already doing some things to drive traffic to your site, but it’s not nearly enough to get your site ranked high enough with the search engines so that you can be **found** by your potential customers or clients. Yes, they are out there looking for you, and they are ready to buy!

Some companies retain the services of an SEO (search engine optimization) specialist. That’s a good thing because it leaves all the grunt work to someone else. But for most small businesses that service is beyond their means.

Don’t despair – there is a lot that you can do yourself to vastly improve your online presence, and help is on the way!

I’ve designed a fun and interactive workshop just for you **at a very affordable cost**. It will take all the trial and error grunt work out of the process and have you learning with ease in Sonoma County’s Wine Country vacation environment.

Mark your calendar for **May 1 and 2** (with April 30 optional for a meet and greet complimentary wine tasting) for my

## **Wine Country Online Presence Weekend Workshop.**

Held at the [Doubletree Hotel Sonoma Wine Country](#), in Rohnert Park, California

You won't want to miss this! Here is what you will learn:

- How to optimize your site so that search engines can find you
- How to target your market niche – whether it's local or worldwide
- How to set up and run your social media sites for fun and profit
- How to optimize your site for highest possible rankings
- How and where to blog for driving maximum traffic to your site
- And much more

This will be a weekend of intense learning, yet with plenty of time to enjoy all our Wine Country amenities. Classes run from 8:30 until 3:30 with a one-hour break for lunch.

To get the most out of this workshop, bring a laptop or netbook – borrow one if you have to! After you register, you will even get some homework for personal hands-on feedback at the workshop. Yes, we'll make every minute count so you get the most out of this experience.

[Click here](#) to learn more about exact schedule for each day, workshop cost, what it includes, registration and hotel reservation.

Do it now before you forget and let's get together for two days of learning, networking, fun and friendship during Wine Country's most beautiful time of the year!

Ciao,  
Karen Clark

**Coffee Sample Squeeze Page** – Written for an MLM Entrepreneur

[Organo Gold Coffee Sample Page](#)  
(Use as web page, landing page, email)

## **Message to All Java Junkies:**

**You can have your kick without the jitters – in fact you can have your kick and feel fantastic!**

Dear Coffee Lover,

My name is Adam, and this is what my life used to look like:

- 7:15 a.m. – I've snoozed through 3 alarms. No time for breakfast, but there is always a java filling station on my way to work.

- 7:45 a.m. – I’m downing my first bucket of java.
- 10:00 a.m. – Breaktime. I’m headed for the coffee station or the coffee machine because I’m beginning to drag.
- 12:00 noon – Lunchtime. A sandwich with another bucket of java. By now my heart is racing, and my mind is curiously foggy.
- 2:00 p.m. – I can feel the big crash coming on. All I want to do is put my head down on the desk and go to sleep. Back to the coffee station for another jolt.
- 3:00 p.m. – Headed for another one. My heart is racing, but I’m dead tired. The next two hours I’m completely useless because I can’t concentrate on anything.
- 10:00 p.m. – Bedtime. I can’t sleep because my nervous system is so revved up and I have acid reflux big-time. I toss and turn for hours, and I know that by 7:15 a.m. I’ll be back on the same treadmill.

## **Is this how your life is going right now?**

Then read on!

I tried to quit coffee to get off the treadmill. And if you have tried to quit, too, then you know what happens: Pounding headaches. That’s because caffeine is as addicting as nicotine or any controlled substances, and quitting is **hard**, to say the least. I was a java junkie, and I had no idea how I was going to turn my life around.

Then a friend of mine introduced me to **Organo Gold**, the healthy coffee choice. I was amazed how delicious it tasted, how it boosted my mood and concentration, and how easy it was to get off the regular java. No more heart palpitations, no more jitters, no more crashes. What was going on? I had to find out more about that. My friend explained:

**Organo Gold** is not some wimpy decaffeinated coffee, but the negative effects of the caffeine are neutralized by the addition of an herb that has been prized in Oriental Medicine for thousands of years – Ganoderma Lucidum, also known as the red Reishi mushroom.

Can you taste the mushroom? Absolutely not! All you taste is the delicious, rich flavor of the organically grown Arabica beans. The people at **Organo Gold** would not dream of using the cheap Robusta bean that you find on supermarket shelves and places like McDonalds.

**Organo Gold** has found a way to concentrate the essence of the Arabica bean into a powder that bursts into flavor when you add hot water. That process, along with the infusion of the Ganoderma, is patented by the Microbiology Center at China Academy of Science under Patent No. ZZL01101789, 03/2007, and description “Ganoderma Lucidum Products & Preparation Method.”

That means no one else can use these processes, which makes **Organo Gold** the unique healthy coffee.

**So the choice is yours.**

- **Do you want to continue stressing your heart, your adrenal system, your blood pressure and cause acid reflux, toxic overload, jitters and crashes?**
- **Or do you want to balance your body’s pH, detoxify and oxygenate your system, boost energy, stamina, and the immune system?**

I think it’s a no-brainer. And to prove to you that everything I’ve said about flavor and health effect is true, I will send you a free **Organo Gold** coffee sample on request. You may choose **Black, Latte or Mocha**. Just click the link below, and it will be on its way.

Yours for better health,  
*Adam*

### **Product Descriptions (On-Line Catalogs)**

The Challenge was to come up with several versions for each product.

Example #1

Take a page from Buckingham Palace as you tuck your little prince or princess snugly into this charming **Elite Bassinet** by **Badger Baskets**. Combining an upscale furniture look with all the conveniences of today, this bassinet is made of genuine wood and powder-coated steel that wipe clean in a jiffy. The custom-designed white eyelet bedding includes pleated and tiered skirting that hide all your necessities for feeding, changing and toys. A graceful, ruffled canopy allows you to check on your little one without the disturbance of harsh light.

Designed with your baby’s safety in mind, the closely spaced slats are covered with a soft tie-on bumper that sits on a foam mattress with vinyl-covered mattress pad. Moving the Elite into another room is no problem with the caster wheels - just make sure baby is not in it while you do that! Additional bedding is available.



Reminiscent of a gentler time, the **Elite Bassinet** by **Badger Baskets** will ease your baby's transition into this world. Harsh lights cannot disturb your little one snoozing under the graceful white eyelet canopy. You'll love the upscale furniture look and the handy shelf behind pleated skirting that hides toys and all your feeding and changing necessities.

Closely spaced slats ensure safety and a soft mattress and bumper ensure comfort. The genuine wood and powder-coated steel clean easily with mild soap. One set of white eyelet bedding is included, and additional sets are available. Caster wheels on the Elite make moving it to another room a snap.

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This **Elite Bassinet** by **Badger Baskets** is designed in a traditional oval shape of generous size, and the gorgeous ruffled eyelet canopy make a snug environment for your baby to cocoon. Cascading tiers of skirting hide a handy shelf for toys and all your feeding and changing necessities. Badger Baskets makes sure your baby stays safe behind closely spaced slats with a soft tie-on bumper.

Genuine wood and powder-coated steel look truly elegant in any room of your house, yet they are easily cleaned with mild soap. The Elite is easily moved from one room to the next on its caster wheels. One set of white eyelet bedding is included, and additional sets are available.

#### Example #2

Exciting playtimes are ahead with the **Metro Sights and Sounds Glamour Dollhouse** by **KidKraft**. Four floors of stylish townhouse design include eye-catching wallpaper, 21 pieces of furniture, and hours of fun with interactive sights and sounds. Lights come on with the push of a button on the vanity mirror, two chandeliers and stove. Pushing another button, realistic sounds from the piano, toilet and stove will delight your child.

Sturdily constructed and crafted with amazing detail, the Glamour Dollhouse is large enough to accommodate fashion dolls up to 12" tall. Your child will delight in viewing them from every angle through six spacious windows. Watch those eyes light up when this beauty is unpacked!

.....

Watch your child's excitement and delight as she enjoys hours of entertainment with her **Metro Sights and Sounds Glamour Dollhouse** by **KidKraft**. She can place dolls up to 12" tall into this 4-story city townhouse and watch them from different angles through six spacious windows. The interactive fun begins with the push of a button that light up the vanity mirror, two chandeliers and stove. Hear her giggle as the push of another button causes such realistic sounds to come from the toilet, stove and piano. She'll be the proud owner of a quality home that is sturdily constructed and outfitted with 21 pieces of furniture against eye-catching wallpaper. If she has only one dollhouse in her life, this is the one she will want.

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Amazing, life-like detail and hours of interactive fun is what your child will enjoy with the **Metro Sights and Sounds Glamour Dollhouse** by **KidKraft**. Sturdily constructed and tall enough to accommodate fashion dolls up to 12" tall, this 4-story city townhouse includes 21 pieces of furniture against eye-catching backgrounds. She'll enjoy watching her dolls from different angles through six spacious windows.

See your child's eyes light up, just like the vanity mirror, two chandeliers and stove when she pushes a button. Another button activates life-like sounds from the toilet, piano and stove that will have her in stitches. This toy will be one she'll remember for a lifetime!

.....

Bound to become her favorite toy ever, the **Metro Sights and Sounds Glamour Dollhouse** by **KidKraft** delivers hours of exciting, interactive playtime for the child who can't wait to grow up. Tall enough to accommodate fashion dolls up to 12" on four floors of stylish town-house design, the Glamour Dollhouse is sturdily built and crafted with amazing detail in its 21 pieces of furniture.

She'll enjoy watching her home scene through six spacious windows and delight in activating the sights and sounds of a real home. Life-like sounds come from the toilet, stove and piano as she pushes a button, and her eyes will light up, just like the vanity mirror, two chandeliers and stove when she pushes another button. This toy will fulfill all of her expectations!

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Make your child the proud owner of a stylish townhouse with the **Metro Sights and Sounds Glamour Dollhouse** by **KidKraft**. She'll feel quite grown up as she enjoys hours of interactive fun, placing dolls up to 12" tall on four floors that are decorated with eye-catching wall designs and 21 pieces of furniture. Six spacious windows allow her to watch her home scene from various angles.

Sturdily constructed and crafted with amazing detail, the Glamour Dollhouse adds to the excitement with push buttons that activate lights on vanity mirror, two chandeliers and stove. But that's not all - realistic sounds come from the toilet, stove and piano when she pushes another button. Watch those eyes light up when this beauty is unpacked!

