

Stop wasting money with poorly performing ads....

Discover the Power of Direct Response Marketing So You Can Acquire Customers Who Spend More, Buy More Often and Refer Others Just Like Them

You Deserve a Better ROI On Your Advertising Dollars

From:

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Augusta, GA

Date

Dear First Name,

I speak to business leaders like yourself on a daily basis and regardless of the industry, there's a recurring theme; most of them lack a systematic method to grow their business **at will**.

They have salesmen of course, maybe a website or Facebook page, maybe even a list of customers' email addresses, but there's no system for growing their business.

And worse, their advertising is almost always terrible.

By that I mean, their ads fail to generate sales *predictably*. Unless of course they've slashed prices and are giving away the store. That kind of "rush to the bottom" hardly attracts the great clients you want; the kind who'll spend more on average, buy more often, keep coming back longer and refer their friends.

That's why I'm writing today....

My name is David Boykin and after getting a Master's degree in Psychology I've spent most of my career in HR. For many people it's a boring job, a necessary evil in these politically correct and litigious days. But for me it was a wonderful opportunity to learn about people. How people think, *why* they do the things they do, why they rarely tell the truth, and what they *really* mean when they say things like, "I'll think about it".

I'd like to think I've become somewhat of an expert in consumer psychology. That's why my friend Jeff, an ad agency owner in Nashville, calls me the "Doctor of Direct Response".

You see, I know how to use persuasive language that makes people feel good. When prospects are more comfortable, and trust you, they'll take action more quickly. They'll stop by your business, open your email, answer your calls...maybe even reach out to you and want to give you money.

When you know how to speak to prospects this way, you can create better ads...**ads that get people to act, right away.**

I'm not talking about those boring ads you see many Fortune 500 companies run, like during the Super Bowl when you wonder, "What is *that* company selling?"

I'm talking about the kind of ad that makes someone **stop** what they are doing and say to themselves, "I need that". And then they go to your website, call your office, or schedule their day around coming to see you.

That's effective advertising.

And that's what I'd like to do for **you**. I'd like to come to your office, sit down with you for 45 minutes and show you how to grow your business.

We'll start by identifying your unique selling proposition (USP). A USP helps you distinguish yourself from your competitors and convey a **powerful** benefit to your prospects. Many businesses don't even *have* a USP. Those who do usually have a confusing, ineffective USP. I'd like to help you craft a **powerful, persuasive USP that drives sales.**

Once we have that USP I'll help you create an ad that will generate sales. No more wasted money on ads, no more frustration at how to attract great customers. Just new business that will make you wish you'd bought twice as much ad space.

Plus, I'll show you how to:

- Reach more qualified prospects at a lower cost per contact
- Get exclusivity in advertising...eliminate your competition from the start!
- Discreetly scare away the clients you don't really want to do business with
- Convert 'features' into 'benefits' so your clients will buy more quickly and in larger amounts
- Turn one customer into three new customers *regularly*
- Create a system that will allow you to generate new business at will

And more!

But don't take my word for it...listen to what some other clients have to say:

"I worked closely with David on several projects that were broad & complex in scope. David's input is always incisive, valuable and most importantly focused on delivering results for the business. David is genuinely one of the smarter people that I have worked with and he has an impressive degree of business and commercial acumen using data to support and validate his contributions."

- Garreth Woods, Tech Recruiter, Atlassian for Eng leadership

"David is detail-oriented individual and gives a 100% to every project he tackles. He has an in-depth knowledge of Human Resources and is passionate about this field. He is an asset to have

on any team as he excels in everything he sets out to do!"
- Jennifer Welch, Manager, HR Compliance & Associate Relations

This consultation is normally \$295, which I think is a bargain. What I'm going to share with you could be worth hundreds of thousands of dollars to your business in 2017.

But for the next week only, I'm willing to meet with you and help you at no cost.

That's right, I'll do all this for you for FREE.

I will share all my secrets to growing your business with direct response advertising at no cost or obligation to you. Period.

If you'd like to set up an appointment right now, open a browser and type in this address to view my calendar and pick a time that works for you:

DomainName.com/calendar

There is a catch....

This offer is only good for the next 7 days. After that I will be contacting your competitors and making this same offer.

I think you can understand that it doesn't make sense that I would share my secrets with you and then go across the street and tell your competitor the exact same thing. I want *you* to dominate your competitor-not waste your resources.

So...if you want to take advantage of this one-time offer, you must schedule an appointment right now.

If you don't want to schedule it online, call my private voicemail at xxx-xxxx and leave a message with your name, your telephone number, and two different times in the next week when you can be available for 45 minutes, and my assistant or I will respond within one business day.

Just imagine...a week from now you'll be as excited as I am right now knowing how we'll transform your business. No more worries about how to grow, no more wasted advertising...just new and bigger dreams for 2017.

I look forward to talking with you!

To your success!

Signature in blue

David Boykin

“Doctor of Direct Response”

P.S. I almost forgot...what will you do when you take home an extra \$10,000-\$30,000 next year? Go to Tahiti? Put in a pool? Upgrade the car? I'm going to ask you when we talk-I can't wait to hear!