
COPYWRITING TNT! February, 2008
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:

"Don't wait until everything is just right. It will never be perfect.
There will always be challenges, obstacles and less than perfect
conditions. So what. Get started now. With each step you take, you
will grow stronger and stronger, more and more skilled, more and
more self-confident and more and more successful."
-Mark Victor Hansen

*** COPYWRITING TNT EXPLODES! ***

I would like to take this opportunity to welcome the flood of new
subscribers this month. Since its inception in November, 2007,
COPYWRITING TNT has TRIPLED its subscribership every month. I take
growth like this to mean that I'm doing some things right, and I
certainly plan to continue that trend.

The lesson here is "Look for opportunities wherever they might arise
and the results might surprise you."

So again, Welcome!

*** 17 TRAITS OF THOSE WHO FALL BY THE WAYSIDE ***

We all know someone in our lives who has big dreams, talks big,
thinks he has a plan, etc., but somehow never manages to get
anything off the ground. With that person in mind, read this list
of characteristics, cited from professional speaker Hank Moore, and
see how many of them apply. Or worse, do any of them apply to you?

1. Will not listen to supervisors.
2. Didn't have business role models or mentors.
3. Don't see the merits in being a mentor to others.
4. Make a lot of excuses.
5. Are not prepared.
6. Cannot wait.
7. Think they know better ways.
8. Seek to rise too fast.
9. Would rather be an executive than "doing the work"

10. Think they will get rich quick.
11. Don't respect authority or the process.
12. Don't see the merit of continuing education or training.
13. Won't pay dues ... in the office, in the community, or in business organizations.
14. Don't learn how or why to research.
15. Persist in gossiping and blaming.
16. Insufficient life experiences.
17. Don't have a plan for life or career.

Hank Moore, cited from *Sharing Ideas* magazine

*** IF YOU'RE A COPYWRITER, YOU NEED TO READ THIS ***

Thirty years ago, freelance copywriting was a wide open market. But today, thanks to the efforts of copywriting pioneers like Bob Bly and Michael Masterson, the marketplace has become crowded. A simple Google search brings up dozens and dozens of freelancers.

In this overcrowded market, you need more than just copywriting ability to make it as a freelance copywriter.

You also need to know how to get clients!

And not just any clients. But clients who understand how valuable good copywriting is, appreciate your skills, and are willing to pay a fair price for it. And if you've ever used websites like Elance.com and Guru.com, you know how hard it is to find this kind of client.

If you're truly serious about increasing your client base with quality opportunities, you need to click this link and find out how the big boys and girls get the clients who pay thousands of dollars to write a single letter. A few minutes of your time could change your writing career.

<http://www.ctcpublishing.net/cmd.php?Clk=2236893>

*** WHAT NEVER TO PUT IN A SUBJECT LINE ***

Direct marketing firm 21st Century Marketing says you should avoid using "free," "save," "urgent," "important," "\$\$\$," and text in all caps in the subject line of your e-mail marketing message.

Reason: these words and symbols may make your message look like spam. Also, many online portals, like AOL, use filters to block mail with these items in the subject line.

Source: "An Insider's Guide to E-Mail Marketing," 21st Century Marketing.

*** ARE YOU WORKING HARD OR HARDLY WORKING? ***

If, like many of my readers, you feel like you're juggling a dozen balls in the air and churning out copy like crazy, well - don't compare yourself to Barbara Cartland.

Cartland, who died in 2000 at 98, wrote 723 books selling more than a billion copies. She also left 160 unedited manuscripts, now published by her estate.

Having written only 4 books, one published and one due out next year, I feel like a total slug.

*** HOW TO MAKE THE LEAP FROM AMATEUR TO PROFESSIONAL WRITER ***

Make \$100,000 a Year or More as a Freelance Writer Working at Home ... and Have the Time of Your Life Doing It!

In Bob Bly's new writer's manual, Write and Grow Rich, he shares dozens of his best strategies -- proven, utterly pragmatic methods you can use to quickly and easily start and run your own \$100,000-a-year freelance writing business.

This writer's "coaching service" valued at over \$2000, can be yours now for only \$29.

For more information, click below now:

<http://www.ctcpublishing.net/cmd.php?Clk=2165184>

*** TOM COLLINS: 10 SECRETS FOR WRITING GREAT AD COPY ***

Tom Collins is a legend in direct marketing and writes a regular column for Direct magazine. Here's Tom's 10-point formula for writing a winning ad:

1. Flag and snag the prospect.
2. Identify the product or service.
3. State or imply the problem.
4. State or imply the benefit.
5. Strengthen the verbal with the visual.
6. Invite reading with typography.
7. Build brand recognition and trust.
8. Don't hold back the Web site's best sales points.
9. Include outside recognition if possible - awards, reviews, testimonials.
10. Encourage and reward response and involvement.

Source: Direct, 10/15/05, p. 78.

*** CAN A FRUITCAKE BOOST YOUR RESPONSE RATES? ***

Semantics - the language you use to describe your product and offer - can make a huge difference in bottom-line results. If that were not true, no car dealer would advertise "pre-owned automobiles." They would just sell used cars.

Another example: Collin Street Bakery, headquartered in Texas, was struggling to generate sales for its fruitcake. The cakes are delicious. But "fruitcake" has a negative image.

One of the reasons Collin Street fruitcakes taste so good is they are made with pecans grown on the Texas river banks. So Collin Street Bakery repositioned their fruitcake, calling it a "Native Texas Pecan Cake."

The results: response rates to direct mail selling the cakes increased 60% ... and the promotion was so successful, the bakery sent 12 million pieces of mail.

Source: Sandy Franks, Agora Publishing

*** TELL ME YOUR THOUGHTS ***

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.

Call Travis at 402-830-0913 or e-mail travis@thewriteline.biz

Travis Heermann, The Write Line
Copywriter/Consultant
405 Chateau Drive, #15
Bellevue, NE 68005
travis@TheWriteLine.biz 402-830-0913
www.thewriteline.biz

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