

Hard-Selling Web, Mail, TV and Space Ad Copy...
FOR DIRECT MARKETERS
WHOSE PROFITS HINGE ON IT!

I Am A “Salesman On Paper.”



Direct Response Copywriters are a breed apart. I have a solid, working knowledge of salesmanship. I understand the effects psychology, sociology and emotion have on the human mind. I understand the power of words and how to make them speak to your prospect in a language they understand. Only strong copy will make your promotion stand out — and work. Lists and offers are extremely important. But you can identify, quickly and easily, the lists and offers that work best for your product. Once you find those, the only other leverage you have to boost response is well-written copy.

Crisp, Effective Copy That Will:

Whip Your Control...

Boost Your Response...

Rejuvenate Your Under-Performing Copy...

And Ultimately MAKE YOU MORE MONEY!

MAIL PACKAGES • SPACE ADS • WEB COPY • TV & RADIO SCRIPTS • SELF-MAILERS

Biz Opp - Health - Financial - Non-Profit - Consumer - B to B - Astrology - Sweeps

Call Now For A FREE Consultation: 801.796.7234

Don't Put Your Marketing Investment At Risk With Bad Copy!

Insist On Using ONLY A Veteran, Hard-Selling DM Copywriter!



Stephen Kimball

Dear Direct Marketing Colleague,

If direct response advertising is your lifeblood...

don't trust your copywriting to just anyone! Too many mailers do! And then suffer poor results and lost profits as a consequence! By insisting on a veteran DM copywriter with a long, successful track record, and wide-ranging experience... **you can double or triple your current response and profits** from your direct mail, space ads, TV and websites... for the same cost!

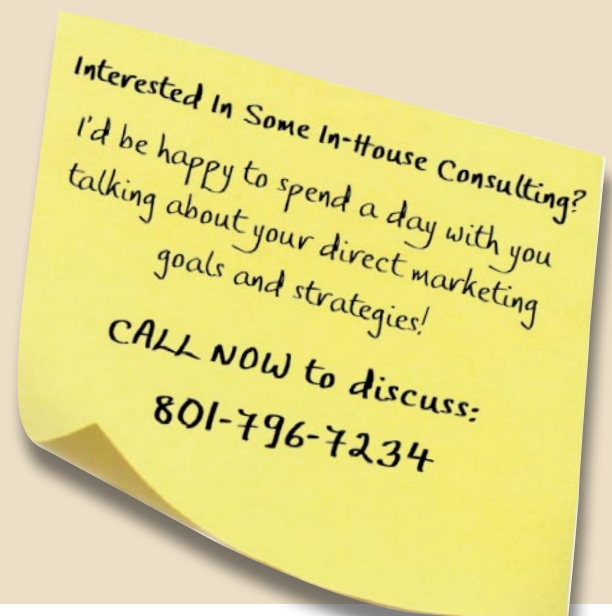
From start-ups to Fortune 500s, I've been trusted by over 200 companies in the last 12 years, including most of the leaders in the areas of Diet/Health... Financial... Biz Opp... Sweeps... Consumer Products... B to B... Non-Profit and more. You'll see that my clear, concise, easy-flowing copy and professional design can make YOU a lot more profit on each promo! **My copy will command attention, highlight your most appealing customer benefits, educate, and make your offer so emotionally appealing... your response will skyrocket!**

You will see a huge, overwhelming increase in orders and leads. Fast. And for no more than you're spending now! Don't ever let copywriting be the weak link in your direct response marketing investment. **Call me now for FREE ideas to increase your response.**

Sincerely,

A handwritten signature in black ink that reads "Stephen Kimball". The signature is fluid and cursive.

Stephen Kimball
Chief Copywriter/DM Consultant



Frequently Asked Questions:

Q: How can you get higher response than our inside writers or by writing it myself?

A: The truth is... Most in-house writers are too close to the company to see the breakthrough big ideas that can SKYROCKET response. Bugged down in details, the day-to-day grind and only writing about one, or maybe a few products, breeds sameness, boredom and “this is the way we’ve always done it.” This makes it next to impossible to create fresh, maximum response copy in-house for the long term. Plus, knowing what works best in dozens of different fields gives me a huge advantage. That’s why most very successful mailings, ads and internet sites are written by outside copywriters like myself.

Q: How will you get to know our company enough to effectively communicate the benefits to our prospects?

A: I will study all your background material and former mail packages in depth, do research, talk to your prospects and customers, get your competitor’s marketing and study it, use my experience from other fields and ask you a lot of probing questions. ALL THIS BEFORE I WRITE THE FIRST WORD. I will thoroughly understand your business, prospects and offering. And no matter where you are... with the phone, FedEx, email and Fax — it’s like working side by side.

Q: What are your fees?

A: What they say is true: “You get what you pay for.” To get a profit-making response, you have to pay for high-quality copy. My fees are very competitive. You can certainly pay less, but that could mean losing your whole investment with poor results. Remember, a successful mailing can make your company hundreds of thousands, even millions of dollars year after year! I don’t claim to be the cheapest, but beware of the one who is.

Q: What do I get for my fee?

A: You will receive, on or before the deadline date we set together: All copy with graphics, color selections, mailing and layout in Quark. Plus, all related consultation and helpful information is included.

Q: How do we begin to work together?

A: Call me to get acquainted. Then I’ll ask you to send all background material you have on the product or service (previous mailings, results, ads, notes, ideas), and a check for 50% of the project fee as agreed upon. Once I have your project, I will study your material and call you with initial questions. You will receive copy on or before the deadline date we set. It’s that easy. Call TODAY to begin!

6 Points to Consider...

1. I am a 12+ year veteran, DM copywriter with broad experience.

I’m trusted by powerful direct marketers around the world who rely on DM writers. My track record includes soaring response for hundreds of mailers. My DM copywriting has made untold millions of dollars in profits for companies big and small.

2. You will receive exciting, fresh, breakthrough copy! Not recycled fluff.

To get a profitable response in today’s cluttered mailboxes and media, you need fresh IDEAS and exciting copy by a writer who knows how to craft a message that speaks directly to your prospects. Nothing less will get the results you need.

3. I only write direct response copywriting — nothing else!

I only believe in copy that elicits response and profits for you. Copy has to work hard, ask for a desired action and ultimately make you money. While I can help with lists, printing, finding a mail house, etc, I am a Direct Marketing copy expert.

4. Your satisfaction is guaranteed. Changes are FREE.

When you receive my copy, if you want changes, there’s no additional charge. Your complete satisfaction is crucial to me — I want your long-term business. I want to become friends, which is the case with most of my clients.

5. Multi-million dollar experience and advice — at no extra cost!

I’ve written copy for many of the most successful direct marketers in the world and tested nearly every detail with them. You’ll receive the benefit of this multi-million dollar knowledge for FREE when you hire me.

6. I do all my own writing.

Many top DM writers simply take your project and give it to another (junior) writer. I’ll never do that! Without having to share the fee with another writer, my fees are 10% to 15% lower than most. You’ll never have to guess at what you are getting in return. If you pay for me, you get me!

Don't Roll The Dice With Your Direct Marketing! Start With Copy That Sells!

Here are some of the over 200 companies I've written copy for...

Health

- Healthier You
- Biocentric Health
- Frank Cawood
- Rose Creek
- Nature Rx
- Smoke Away
- Life Extension Foundation
- Chlorelife
- R Garden
- Herbal Groups
- Group RR
- Tabak Health
- Amrion, Inc.
- Indiana Botanical Gardens
- East Park Research
- Health Sciences Institute
- Aloes Int'l.
- Winston Health
- Medex
- Institute for Vibrant Living
- Gero-Vita
- Nature's Aide
- Agora
- Dr. Willix
- Health Direct
- Health Resources

Financial

- The Money Letter
- Capital One
- HSBC (Hang Seng Bank)
- The Hartford
- Homeland Mortgage
- People's Choice Home Loans
- QuickLoan Mortgage
- Amica Insurance
- Bank of New York
- The Winning Trader
- Ron Price Investment
- Equis Trading Software
- Lombardi Publishing
- British American
- Ruff Times
- Top Trader
- United Savings Bank

- First Security Bank
- 21st Century Invst.
- Global Invest. Research
- Bernie Schaeffer
- Tax Wise Money
- Taipan Newsletter
- Strategic Investment
- Fisher Investments
- Adrian Day
- The Spear Report
- Gold Stocks Advisory
- Louis Rukeyser's Wall St.

Products

- Symantec (Norton Antivirus)
- Senior Educators
- AARP
- Toppik Hair Growth
- Yves Roche
- Little Giant Ladder
- Ablesys Trading Software
- Hearing Help Express
- Proform
- American Mint Collectibles
- AT&T
- PPE/Russia
- Hairmax
- Loral Langemeier
- Ampro Vacations
- Travel Opportunities — Robin Leach
- Prentice-Hall
- Sears
- Stephen Fossler
- Union Pen
- Workout Warehouse Catalog
- Novell
- Cell Essentials/ OPC Factor
- Blinky
- Court Clerk.net
- CE Media
- Sunview Software
- Phillips Publishing
- Mastergrip Golf
- Dixon Publishing
- Legend Sporting Goods
- Revshare TV

- Colorado Prime Foods
- RotoBrush
- Schwans
- Kipp Publishing
- Vita-Mix
- McDowell Publishing
- Ann Trenton's Value Shoppe
- QLT
- N.U.M.A.
- Tony Little
- Jane Fonda
- American Greetings
- Softkey Int'l
- Direct Product Marketing
- Novell
- Icon Health and Fitness
- Claris
- Wordperfect
- Waterwise
- Weslo
- Strategic Seminars
- Rio - Las Vegas

Sweeps

- Suarez/Lindenwold Jewelers
- Leader Direct
- Win Research Services
- Australian Lottery
- Westport Enterprises
- Strike-It-Rich
- Opportunities Unlimited
- RCWA
- Premier Direct
- Morris International
- GPN
- Kennedy Pacific
- Newport Creative
- Seta Corporation
- IPS
- GMMS

Business Opportunity

- The Hume Group
- Oxford Club
- A.D. Kessler
- Building Wealth Institute

- Horizon Technologies
- Travel Premiums Group
- MIT Wealth Conferences
- Highlander Club
- ESI
- Stefanchik Organization
- ProsperScience

B to B

- Advanced Business Consulting
- First Data
- Peachtree Data
- Sunview Software
- Turnkey Direct

Non-Profit

- USA Olympic Shooting Team
- Huntington's Disease Society
- USA Olympic Cycling Team
- Defeat Diabetes
- National Jewish Medical Center
- Childhood Leukemia
- Schreckengost Foundation
- Brigham Young University

Astrology

- Grosvenor Gold Assets
- PP Direct
- Fulfillment Consulting

Agencies

- J. Walter Thompson
- Banner Direct
- Verve Marketing
- Affiliate Crew
- The Kessler Group
- HBM Associates
- Datran Media
- STG Media
- Traffix

...And Many More!*

Call NOW To Add Your Name To My List Of Successful Direct Marketers!

* See website for a more complete, updated listing.