

The Customer Disconnect How Inside-Out Copy Makes You Invisible

What is a customer disconnect?





A breakdown in understanding between:





What you think

What you say

What prospects think you mean





Doesn't just happen in marketing...







Me:

"We were having a catchup, and a guy came over and wouldn't leave us alone..."



Me:

"We didn't want to be rude but I did find it frustrating because it was cutting into our time together..."



"Amy, Amy, Amy, Amy..."



"Amy, Amy, Amy, Amy..."

(He'd had a couple of G+Ts)



"Amy...



"I know exactly what you mean..."



"I used to be the ugly friend too..."



"I used to be the **ugly** friend too..."





Even though it's a breakdown in communication...







It's not a copy problem















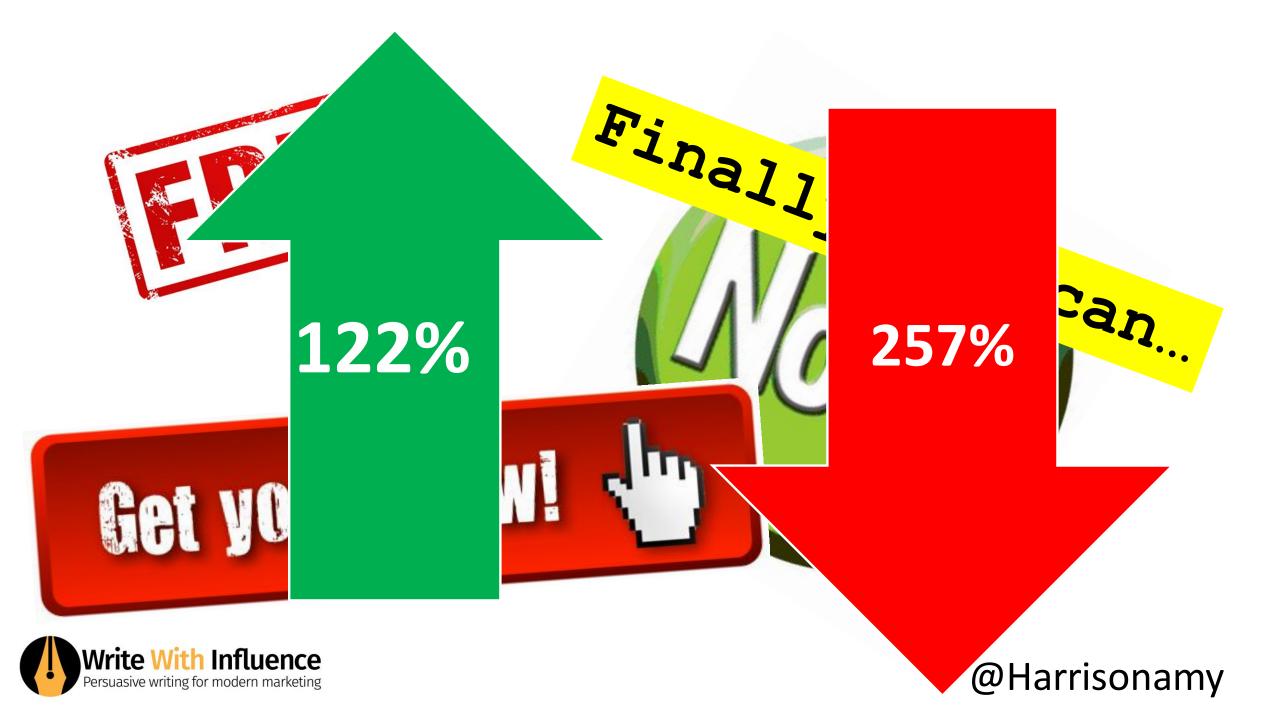












It's not a copy problem





It's a story problem



It happens when you focus on:

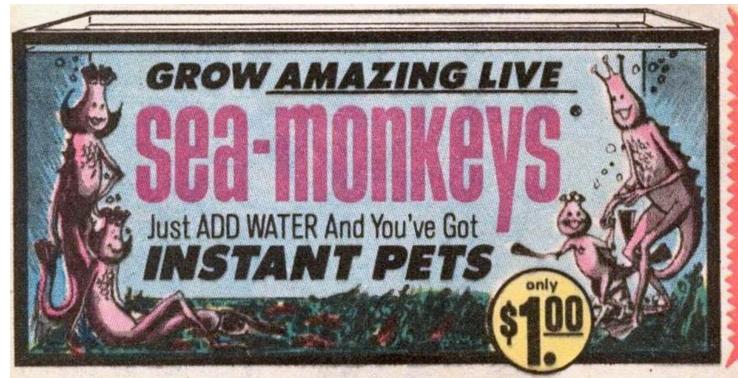
WHAT YOU want prospects to do

But forget:

WHY PROSPECTS want want to do it







FREE:

With EACH order you get a magnificent. FULL VILL USTRATED BOOK of Instructions Pricks, Training and Amazing Life History of Sea Monkeys, a backage of "Instant Life" Water Purifier PLUS, a full UNE YEAR supply of Special Sea Monkeys GROWTH FDOD to they your fantasitic petal Remember, Sea Monkeys are GUARAN TEED to LIVE and GROW or Your MONEY-BACK!

You'll GASP WITH AMAZEMENT when you see the ACTUAL BIRTH of HUNDREDS of ADORABLE SEA-MONKEYS! Brought to LIFE in an INSTANT formula SO HIGHLY PERFECTED they're GUARANTEED to GROW, over HALF-A-MILLION PEOPLE of ALL ages have tested it... and to their delight, IT WORKED! NOW, these LOVEABLE new Mini-Pets can be YOURS!

Right In YOUR Home-A SEA-CIRCUS!

Imagine the FUN of OWNING a whole tumbling, happy troupe of SEA-MONKEYS that are MORE LAUGHS than a ZOO FULL of chattering, leaping JUNGLE MONKEYS! And, they're so EAGER to please, they EASILY learn to obey YOUR commands! We TEACH YOU how to make them appear to DANCE to MUSIC, Loop-The-Loop, ride on each other like Cowboys on their ponies, swim in novel formations like Trained Seals . . . and MUCH more! They NEVER STOP entertaining and ALWAYS put on a thrilling "Variety Show" the WHOLE FAMILY can enjoy!

WATCH THE MIRACLE OF LIFE!

Your Sea-Monkeys will arrive SAFELY, sealed in UNHEARD OF "Time Capsule" EGGS that LIVE for 20 YEARS, yet—put them in water, and IN SECONDS the cutest pets you've ever seen HATCH ALIVE and start to SWIM even though they're just BABIES! Best of ALL, you get BOTH

SALES UNLIMITED DEPT. 10797 120 E. 56th ST., NEW YORK, N.Y. 10022

SEXES, so when they are FULLY GROWN you can breed MORE to give as gifts or even SELL if you wish?

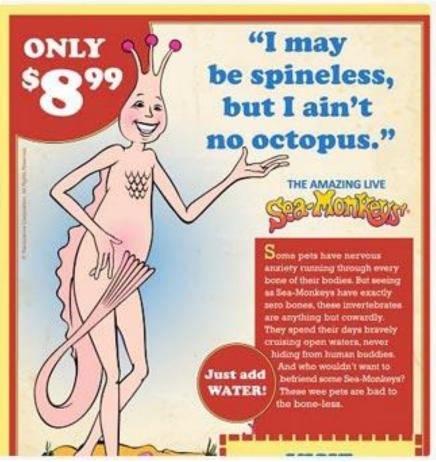
NOTE: Sea-Monkeys are SO EASY to handle and raise by ANYONE, you get a unique Guarantee GOOD FOR A LIFETIME that INSURES your FREE SUPPLY of these PROFITABLE pets . . . FOREVER!

| THEE SUPPLY OF THESE PHOFITABLE PETS FUREVER! |
|---|
| MONEY-BACK GUARANTEE |
| SALES UNLIMITED DEPT. 10797 |
| 120 E. 56th ST., NEW YORK, N.Y. 10022 |
| It sounds GREAT! Please send my Sea-Monkey kit(s) and my FREE |
| supplies. I must be 100% satisfied or you will promptly refund my money. I enclose \$1. plus 25c shipping charges for each kit. |
| Sand William Com Come Charges for each All. |
| Sendkit(s) Cash Check Money Order. |
| (No C.O.D.'s please) Total amount enclosed s |
| please print clearly |
| Name |
| |
| Address |
| City State Zip |
| RUSH ORDERS 50¢ EXTRA |

Instant pets!!?

















Office Space: Crowhurst Road, Brighton, East Sussex, BN1

Get a quick quote



Add to multi quote



£150 to £1080

Cost/Person/Month

Property details

Location

Street view

Office Description

Flexible 4-weekly office rental with easy access from Brighton & London. The offices are double height spaces with mezzanine balcony areas creating a light and airy place to work with the added convenience of onsite parking. The offices are located within a secure, modern and spacious building. It benefits from having additional space options close to hand which means this business centre can adapt to suit a growing company.



Office features

✓ Network

Parking

Unbranded space

Manned reception

Alarm security

✓ CCTV

Share







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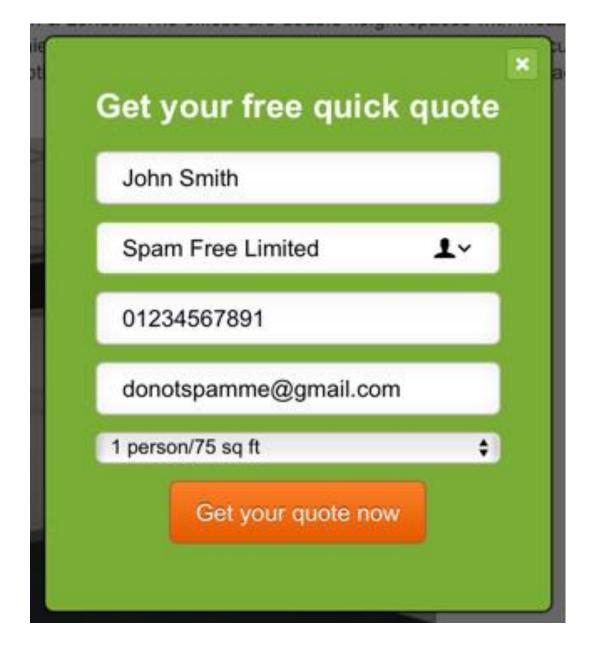
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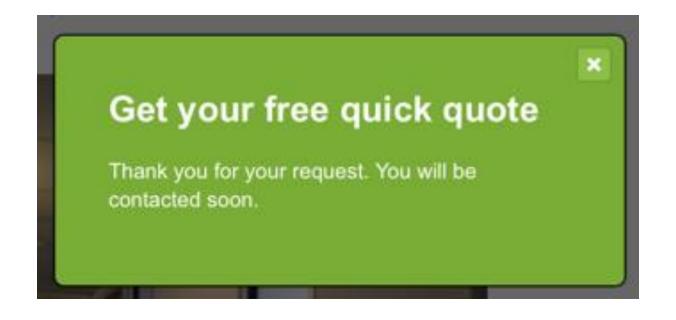




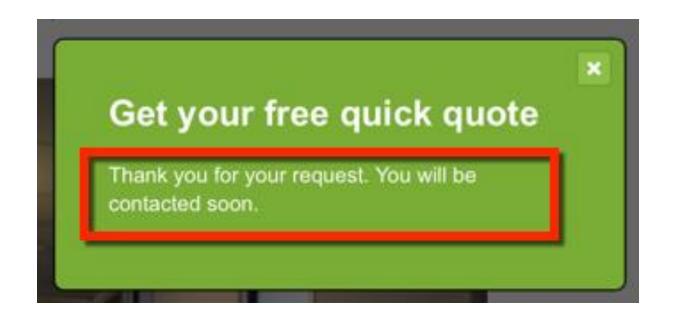




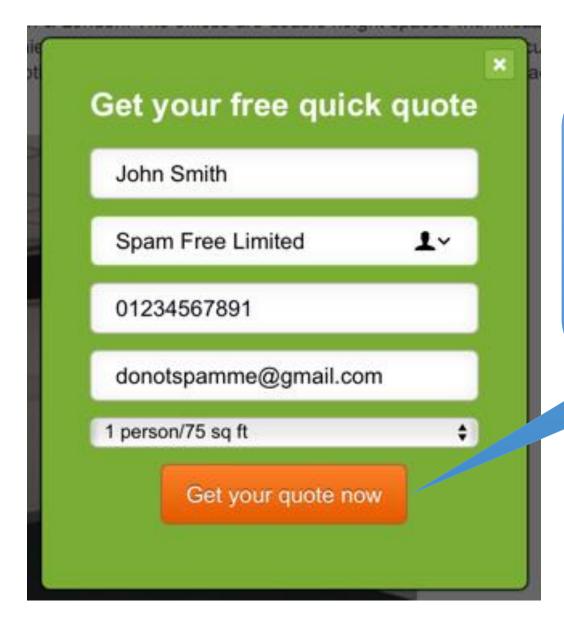












Whose 'now' does this belong to?







And then...



Dear Amy Harrison,

Thank you for choosing Flexioffices. I will act as your free consultant to guide and assist you through the process of finding the perfect office.

What next...?

- 1. Consult ...Let's talk about what makes the perfect office
- 2. Shortlist ... Find the right options for your requirement
- 3. View ... We will arrange for you to visit your shortlist
- 4. Negotiate ... We will help you get the office you have chosen at the right price

Below are the properties in your location of interest. Please call me on 020 7061 3637 to discuss next steps.



Dear Amy Harrison,

Thank you for choosing Flexioffices. I will act as your free consultant to guide an

Nowhere near me

fect office.

What next...?

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- 2. Shortlist ... Find the right options for your requirement
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Centre Brighton Business Centre - Brighton

Contact Joe Halliday

Telephone 020 7061 3637

Email joe.halliday@flexioffices.com

Type Office

Cost POA

No. of people 1 - 35





Dear Amy,

Thanks for your enquiry.

Our Colleagues at Flexioffices asked us to contact you.

Please find our welcome pack attached, which shows you the different ways we can support you, however you want to work. It also includes pricing in your area, with the widest choice of locations and work styles - there's something for every budget.

You'll see that we've kept things simple. You just pay one price and get everything you need, with flexible options that can give you workspace for an hour, or as many years as you want.

It's easy to get started - just pick the location, type of workspace and terms that are right for you, and we'll do the rest.

Call us on 0800 756 2482 and we'll show you how.

Kind regards,

Mark Dixon

Founder & Chief Executive



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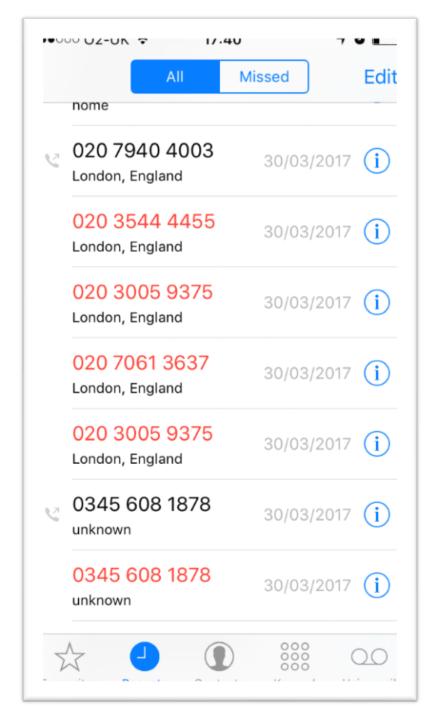
Mark Dixon

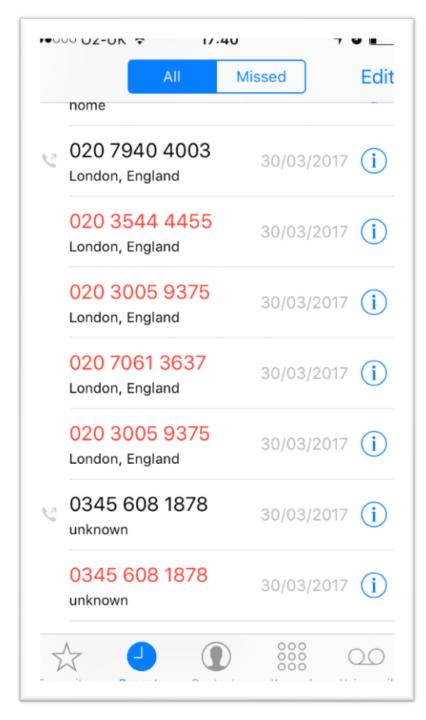
Founder & Chief Executive

I'd already done this...

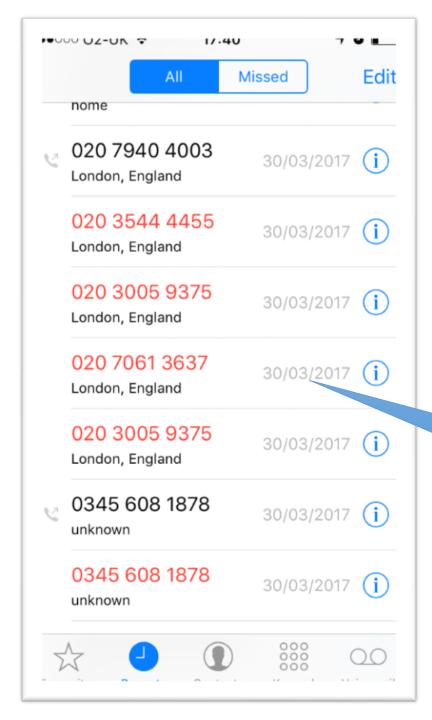
And then...

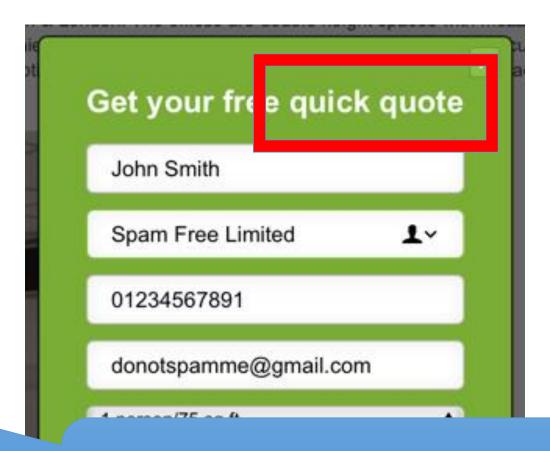




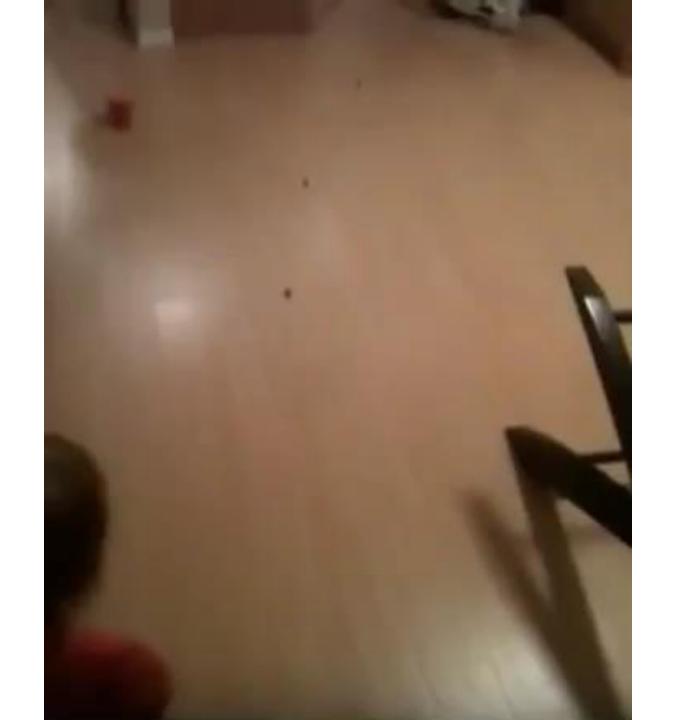








Nothing quick about fielding this many phone calls



Checking for a copy disconnect...



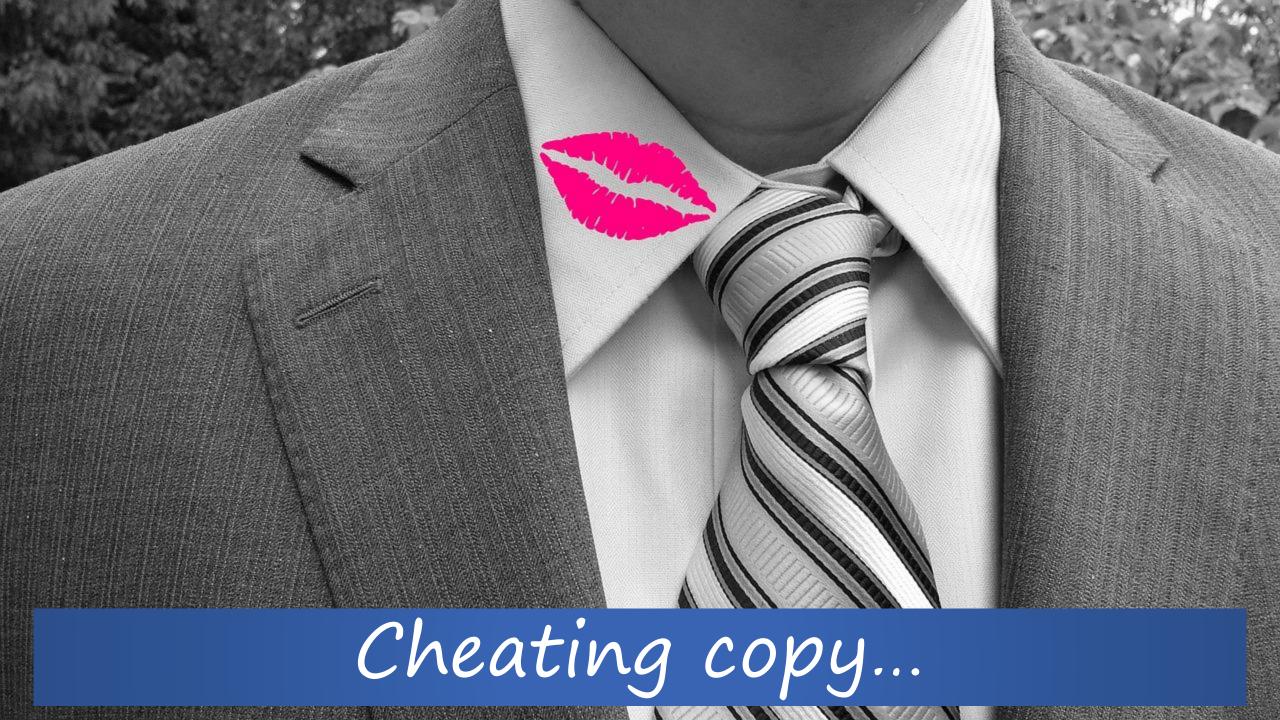
Do your promises satisfy prospects?

Or just you?



Another source of a disconnect...





How do you know if your copy is cheating on you?



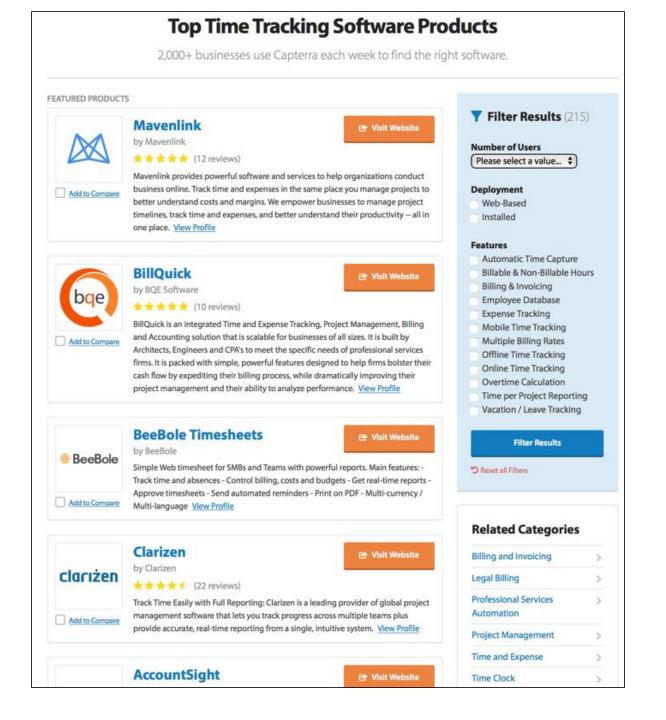


How do you know if your copy is cheating on you?

You see it hanging around other sites...







@Harrisonamy



Mavenlink

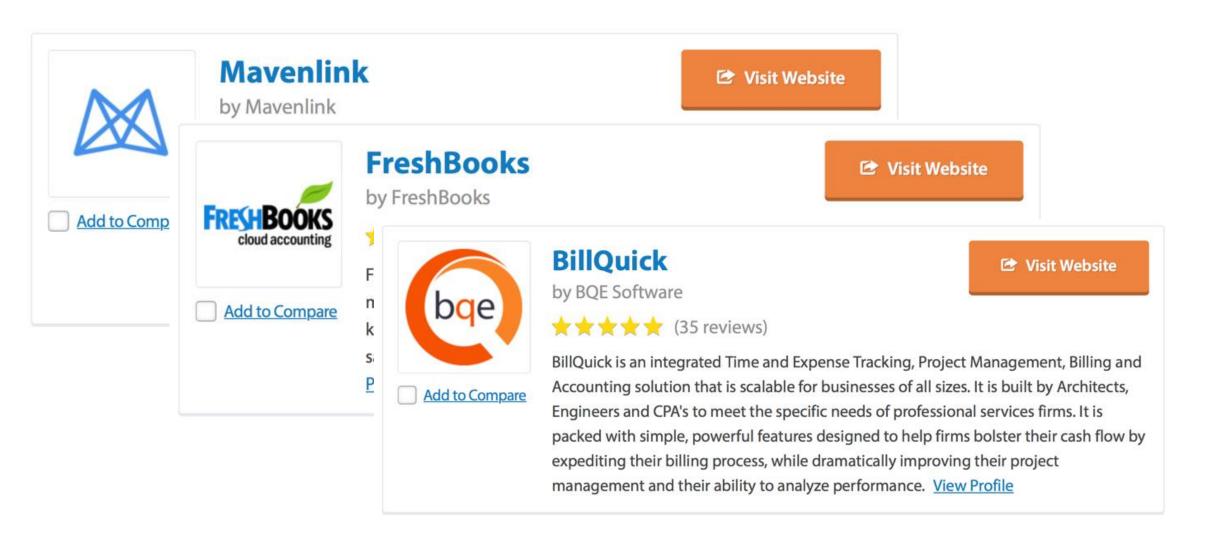
Visit Website

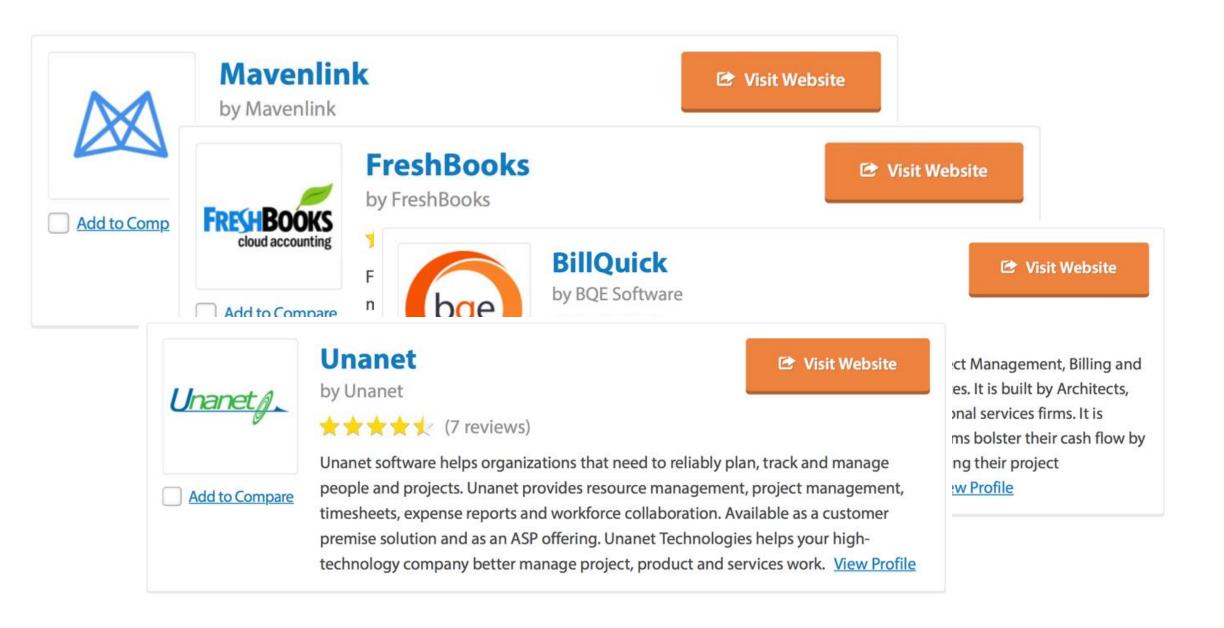
by Mavenlink

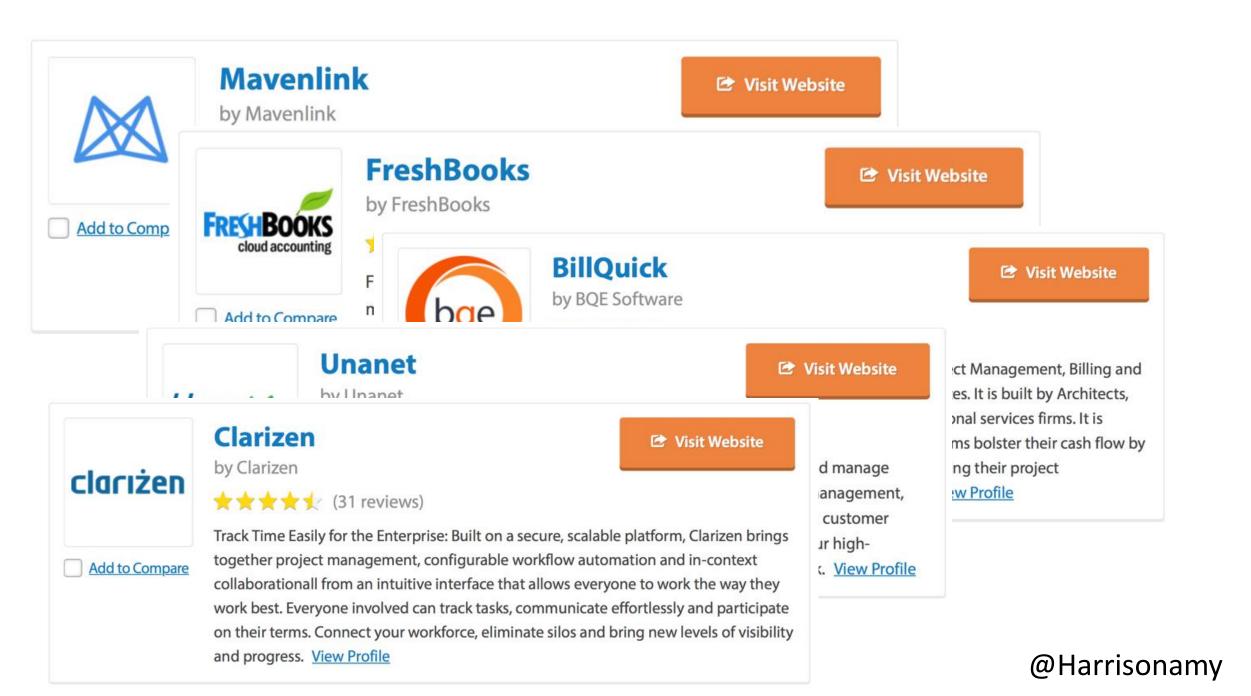


Mavenlink provides powerful software and services to help organizations conduct business online. Track time and expenses in the same place you manage projects to better understand costs and margins. We empower businesses to manage project timelines, track time and expenses, and better understand their productivity -- all in one place. View Profile









Track time and expense

Powerful software

Powerful features

Powerful reports

Easy-to-use



New features every month
Start using in 10 minutes

"Our employees actually use it"

Google apps integration

Synch across mobile and tablet devices

Complex billing cycles

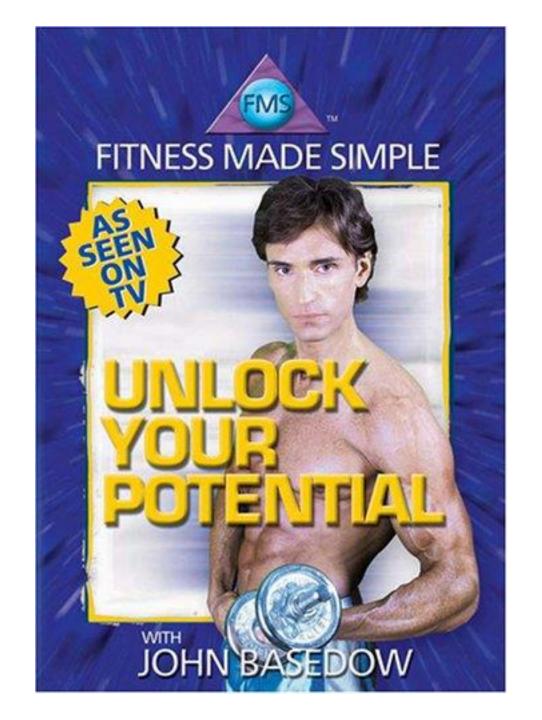


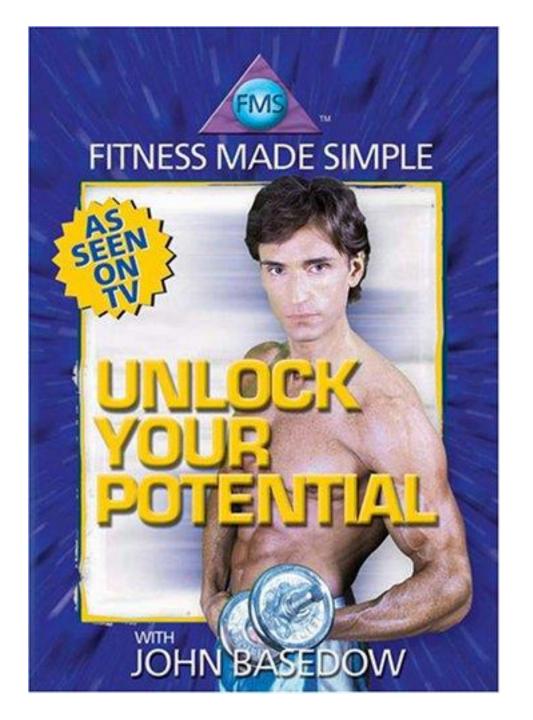
Sometimes copy cheats on you...

With products from other industries









Calling all young people

Thinking about the future?

UNLOCK YOUR POTENTIAL

Hosted by Enda McNulty Monday 23rd March @ 8pm, Abbey Grammar School, Newry

GUESTS AND PANEL

Enda McNulty, Motiv8 Performance Excellence / Ireland & Leinster Rugby

Justin McNulty, Motiv8 Performance Excellence

Jamie Clarke, Armagh & Java Republic

Ryan Owens, Google

Sarah Gordon, PayPal

John Looby, Kleinwort Benson Investors & Value Investment Institute

Shane Mulholland, First Derivatives

IF YOU WOULD LIKE TO COME ALONG PLEASE REGISTER AT

www.facebook.com/UnlockYourPotential2015







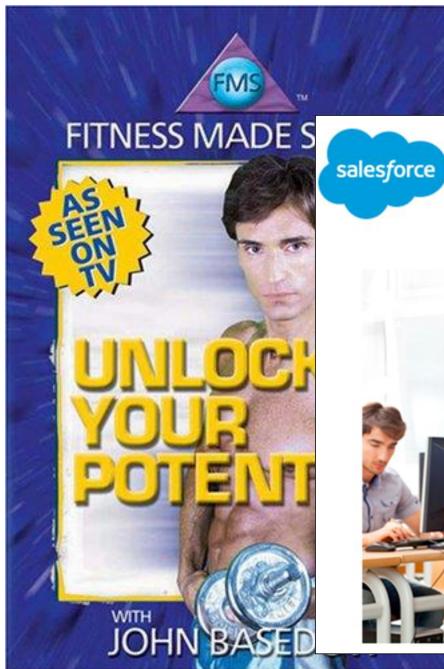












Calling all young people

Thinking about the future?

Unlock your potential with the latest training from Salesforce University



Umbrella Terms









Powerful

High-quality

Industry leading

Easy-to-use

Solving Umbrella Terms:

[What customers love]

+

[Any Umbrella Term]



10-minute set-up, new features every month, the ability to handle complex billing cycles and integration with Google apps.

[Product] is **the** powerful time-tracking software that's also easy-to-use.



The easy wins from solving Umbrella Terms









And the update.





And the update.

- An uplift on signups of around X%
- (Also a X% drop in bounce rate).



And the update.

- An uplift on signups of around X%
- (Also a X% drop in bounce rate).

It seems the more specific above-the-fold copy is, the more visitors are drawn in to read more"



Avoid a disconnect by checking for clarity



Our Mission

To Proclaim the Gospel of Yeshua (Jesus) to the Jew first and also to the Nations throughout the world, according to Romans 1:16





We Give Clean Water, Humanitarian Aid, and the Good News of Yeshua (Jesus) to Hurting Jewish People Across the Globe.





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Learn Mo

263.3%

increase in conversions



@Harrisonamy

Settle design debates with data

Remote user testing to help you make confident design decisions.



Get started now





Settle design debates with data

Remote user testing to help you make confident design decisions.



Get started now



The original five second test

Optimize the clarity of your designs by measuring first impressions.

Make a five second test



"What does this organisation do?"

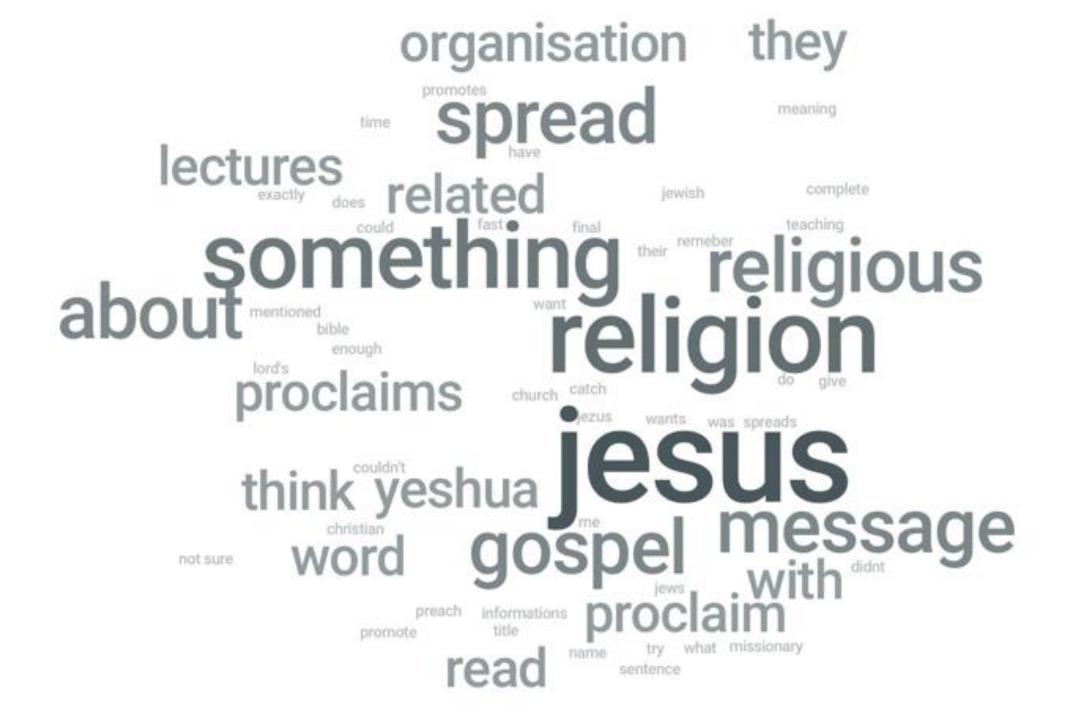


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We Give Clean Water, Humanitarian Aid, and the Good News of Yeshua (Jesus) to Hurting Jewish People Across the Globe.







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Lack of clarity can cause a disconnect

But...





The main source of a customer disconnect?





They don't care











5 tips for making your prospect care



Tip # 1

Don't bury your value



BAKE SALE!

>xololololololololololok=

Tombola * CupCakes * Prizes *
Games!

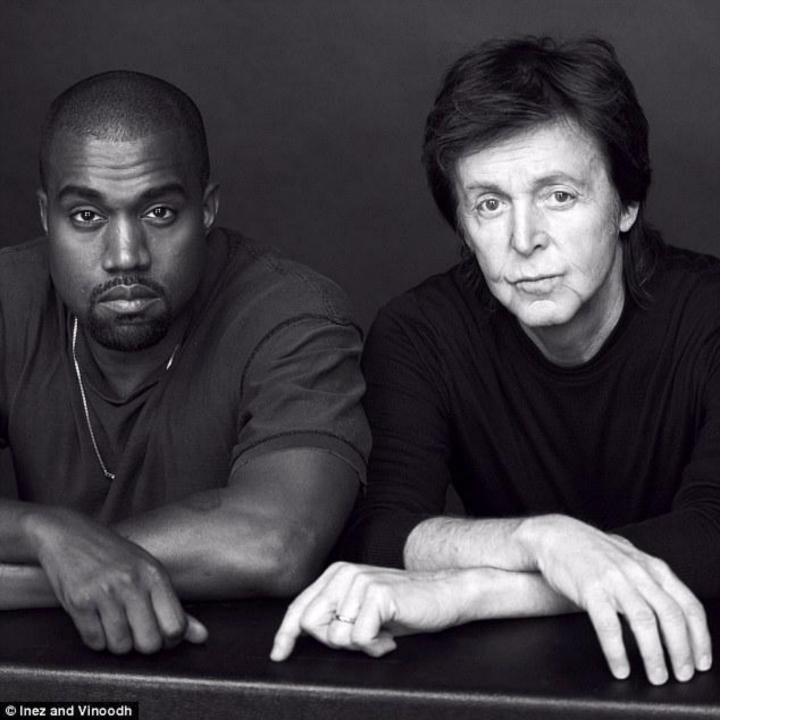
Design by: bakesaleflyers.com

BAKE SALE!

* * * *

Tombola * CupCakes * Prizes *
Games!

(Live music by Sir Paul McCartney)







What do your customers love?

Is that front and centre in your copy?







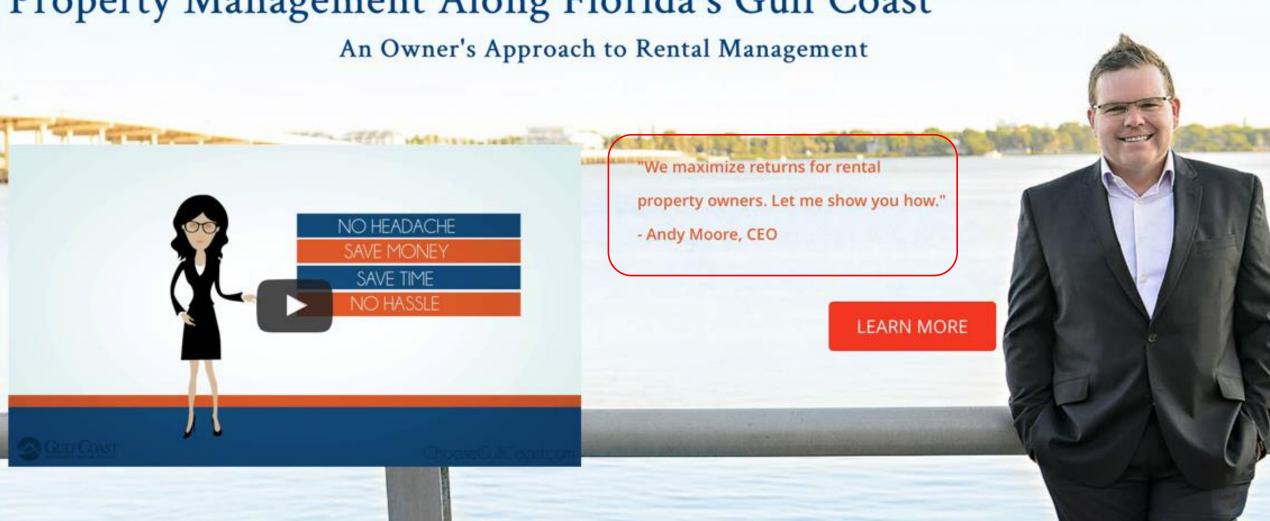




LEARN MORE









@Harrisonamy



Maximise my returns?

You would say that...

@Harrisonamy





The juicy stuff...







What most people see











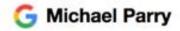
Swift, knowledgeable and stays the course. Professional and genuine. Good people and highly recommended!



View Review



I've had a managed property for several years now and I'm really happy with the service I receive. The staff are really helpful and are great at keeping me...



View Review







View Review





Swift, knowledgeable and stays the course. Professional and genuine. Good people and high

mmended! 🥛



G KAREN OTTEWELL

View Review

2017-01-01





I've had a managed property for several years keeping me...



Michael Parry

View Review

#1 Rated Rental Firm in The Area

belpful and are great at





Very professional company. Thank you!



Olga Ovc

View Review

What Sets Us Apart



Guaranteed Renters

We guarantee our tenants.



No Hassle Contracts

Easy no quibble contract with penalty free cancellation.



Powerful Marketing

On average we rent our houses in 19 days or less.



Property Managers not Real Estate Agents

The Gulf Coast team is driven to deliver awesome customer service.



Full Service Management

In-house maintenance that you can opt in or out of.

Get Your Free Rental Analysis

- Find out what your property should rent for.
- Learn our process & get answers.
- Get the freedom & peace of mind you deserve.

Are You... *

Please Select An Option

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Are You... *

Please Select An Option

A



Powerful Marketing

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Powerful Marketing

On average we ren yr he in 19 days or less.

Tenants in 19 days or less







LEARN MORE





I checked the site after the conference...







On Average We Rent Properties in 19 Days Or Less

#1 Rated Rental Firm in the Area



When my father passed away a year ago, I was left with the many responsibilities of taking care of his house in Bradenton, FL. I researched a few...



View Review





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2017-04-06 ***

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Proof

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Hmmmm....

@Harrisonamy



Okay then....

Tip # 2

When it comes to their problem,

get inside their head



PROMPT.
PROFESSIONAL.
PERSONALIZED.

Your partner in protecting & managing your property.

Get 1 month
FREE
management!
Pay no sign-up or
transfer fees
See back for details.

"Their response time is top grade! Easy to work with great staff and maintenance crew!" — AnaAlicia G.



The Key to Successful Property Management

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Owning a rental property comes with a special set of challenges. At Service Star Realty, we have solutions for every aspect of management. We specialize in extra care & focus!

- •Get 24/7 expert management—save time & stress
- Save money with great rates
- Generate more rental profits
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- Pay only a flat fee when the property is rented

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management!
Pay no sign-up or
transfer fees
Mention this card. Offer expires
30 days from mailing date.

THIS SPACE RESERVED FOR A D D R F S S I N G

- Expert management
- Save money with great rates
- More rental profits
- Protect your investment





Select Property Type:

Single Home or Condo (\$300 to \$500K)

Talk to an expert, call

Single Family Multi-Family

Find Property Managers Near You

We know thousands of the best property managers from coast

to coast. Search our directory to find your perfect match!

Commercial HOA

Property's Zip:

Property

Search

Top Single Family Managers



Rainey Property Management

10515 W. Markham St Little Rock, AR 72205

Free Quote

Free Info

Managing: Single-Family:

Central Arkansas' Largest Single Family Manager



Real Property Management Central Arkansas

7600 Hwy 107 Suite F Sherwood, AR 72120

Free Info

Free Quote

Managing: Single-Family:

Our company has managed thousands of rental properties for over 25 years.



Real Property Management River Valley

105 North 14th Street Fort Smith, AR 72901

Free Info

Free Quote

Managing: Single-Family : Multi-Family : Association : Commercial Our company has managed thousands of rental properties for over 25 years.

How We Help Find Your Perfect Property Manager





Review listings of top local property managers that fit your criteria



Select up to 5 and compare quotes

Discuss you with the pro

Top Multi-Family Managers



Real Property Management River Valley

105 North 14th Street Fort Smith, AR 72901

Free Info Free Quote

Managing: Single-Family: Multi-Family: Association: Commercial Our company has managed thousands of rental properties for over 25 years.



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Free Info Free Quote

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Norton prevented by VertSign Expert management

Save money

•More renta Cheating copy!

• Protect

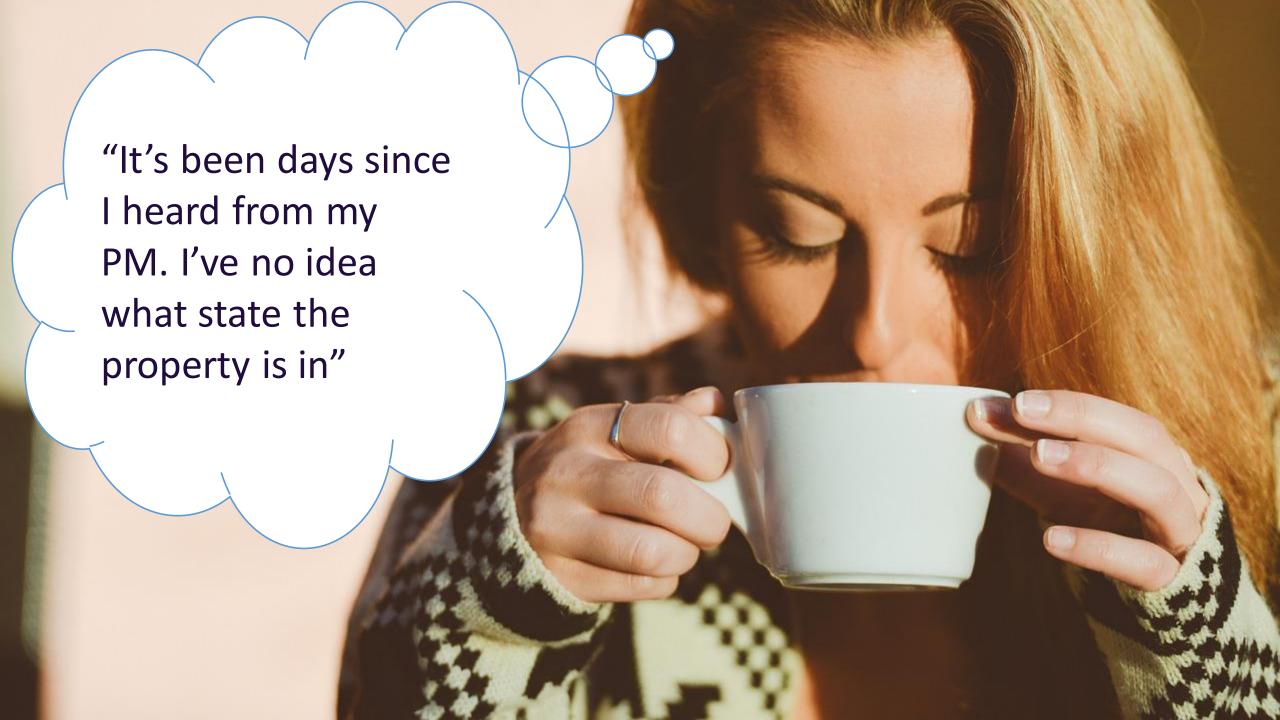


What is their morning thought about the problem?













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See back for details.

"Their response time is top grade! Easy to work with great staff and maintenance crew!" — AnaAlicia G.



The Key to Successful Property Management

XXX-XXX-XXXX

www.leaseaz.com

Hello! (From your property in Phoenix)

It's not easy being away from your rental property, and you may often find yourself thinking:

- I need fast communication. I want to know how my property is TODAY, not in 3 or 4 days time.
- How do I know maintenance is necessary if I'm not there to check?
- I don't want to worry about if my rent is being paid on time, if at all!

As specialists in distance-landlords, TURN OVER to see how we handle these concerns and more, to give you true peace-of-mind (even from a distance...)





Hello! (From your property in Phoenix)

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DAY,

Phoenix skyline





The Key to Successful Property Management

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y property is TODAY,

Personal postcardstyle headline





The Key to Successful Property Management

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How do I know maintenance i

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As specialists in distance-landlord handle these concerns and more, (even from a distance...)

v, and you may often find

property is TODAY,

Specific to recipient:

"your property in

Phoenix"





#12010334

Arem your pr

Copy that addressed their morning thoughts

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- How do I know maintenance is necessary if I'm not there to check?
- I don't want to worry about if my rent is being paid on time, if at all!

As specialists in distance-landlords, TURN OVER to see how we hand these concerns and more, to give you true peace-of-mind (even from a distance)

So, how DO we look after our distance-landlords (a little differently than others)?

We keep you up-to-date (even by the minute)

Contact your property manager by cell phone, use our online portal to manage your property details, and even **see in real time when your rent is being paid.** With ACH deposits, your money is deposited directly into your account.







In-depth (Move In Move Out) Video Inspections

A 15 minute, walk through, as though you were in the house. No need to travel to see your property, and you can make any maintenance or repair decisions quickly and with confidence.

Proactive full-service management for just \$85 per month.

We also provide:

- Current market analysis to get you the most rent
- 21 point screening for accepting the best tenants
- Quarterly AC filter change and property inspection
- 30 day lease up guarantee, 6 month tenant warranty

Sound good? Then call us today to get started!

David Swaim and Dora Pinter, Service Star Realty



100 Google reviews

"Their response time is top grade! Easy to work with, great staff and maintenance crew!"

- AnaAlicia G. *** ** ***



Phoenix, AZ 85016

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(480) 712-1277 • www.leaseaz.com

So, how DO we look after our distance-landlords (a little differently than others)?

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David Swaim and Dora Pinter, Service Star Realty







Detail about HOW they solve those problems







(480) 712-1277 • www.leaseaz.com



First converted client in 3 days



First converted client in 3 days

\$30,000 in new business



First converted client in 3 days

\$30,000 in new business

Profitable direct mail campaign





Using surveys to uncover your prospect's morning thought



ONE Question



What are your TOP challenges or questions when trying to

[SOLVE PROBLEM / ACHIEVE GOAL]



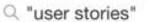
















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Select Topic

Results for "user stories"

What should be first - mockup or user stories?

Answer 1 of 2 · View All

Sven Laqua, UX Unicorn - Research, IA, IXD, Prototyping, Testing - you name it, I do it. - It depends on how exactly you define user story. ... So I'd say, the use case comes always first, ideally grounded in some user research, where you've spoken to users. ... You the... (more)

Where can I see samples of user stories for consumer web?

Follow 1 Downvote







Topic: User Stories

Follow Topic 1.1k

Questions

By Author

If you are to design UX for a mobile app (with an existing app already), how should a UX designer or team start redesigning the current UX of a mobile app?

En research create user stories personas wireframes test etc.



search

"user stories" agile

Q

advanced search: by author, subreddit...

subreddits

userstories: gather round

subscribe r/userstories 3 subscribers, a community for 5 years

r/story time is a public, text based, subreddit where users are free to tell REAL, funny, interesting, creepy, sad, gross, etc. stories for their enjoyment.

p search within r/userstories

Agile Development

subscribe r/agile 6,420 subscribers, a community for 9 years

Interesting bits about Agile Development. Includes Scrum, Extreme Programming (XP), Lean, Kanban, etc.

p search within r/agile

posts

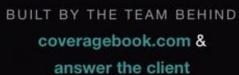
sorted by: relevance ▼ links fr





Food for Agile Thought #111: Slicing User Stories, Causal Loop Diagrams, 30-Year Product Plans





Ask the Seeker. Enter your keyword and he'll suggest content ideas in seconds

e.g. dresses, xbox, flights, etc.

Country

UK

GET QUESTIONS





BUILT BY THE TEAM BEHIND

coveragebook.com & answer the client

CreepyGuyInAJumper.com

Ask the Seeker. Enter your keyword and he'll suggest content ideas

e.g. dresses, xbox, flights, etc.

Country

UK

GET QUESTIONS





BUILT BY THE TEAM BEHIND

coveragebook.com & answer the client

AnswerThePublic.com

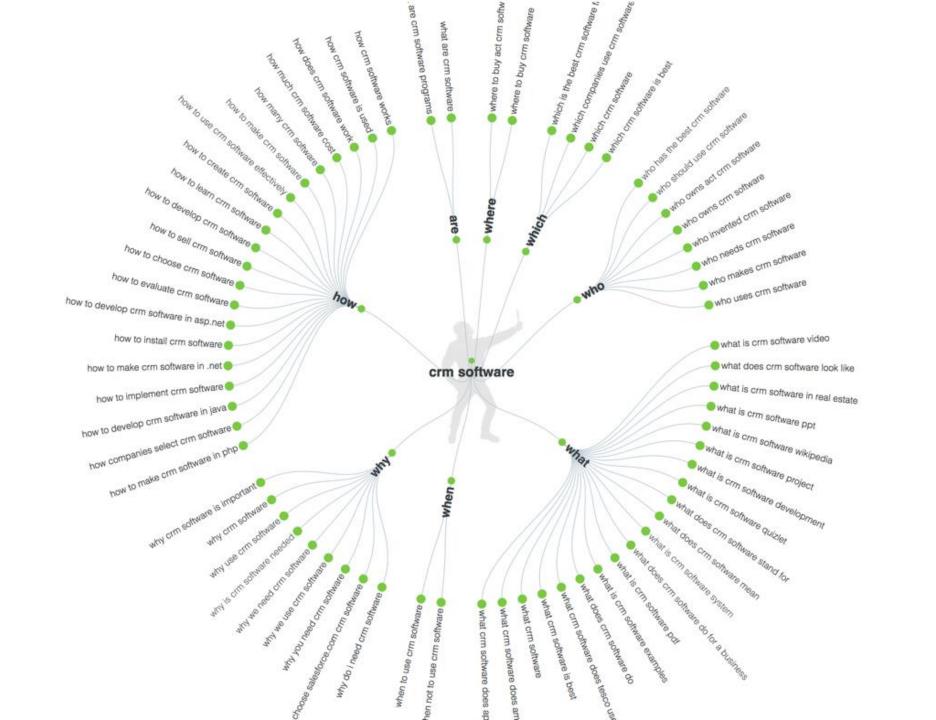
Ask the Seeker. Enter your keyword and he'll suggest content ideas in see

e.g. dresses, xbox, flights, etc.

Country

UK

GET QUESTIONS



Tip # 3

Address the problems they DON'T know by using copywriting symptoms





Symptoms get attention about the problem

AND

Position you as the expert to solve it



| Symptom? | Problem? | Risk? | Cure? | Contrast? |
|-----------------------------------|----------|-------|-------|-----------|
| Blood when they brush their teeth | | | | |

| Symptom? | Problem? | Risk? | Cure? | Contrast? |
|-----------------------------------|-------------------|-------|-------|-----------|
| Blood when they brush their teeth | Bacterial problem | | | |

| Symptom? | Problem? | Risk? | Cure? | Contrast? |
|-----------------------------------|-------------------|-----------------------------------|-------|-----------|
| Blood when they brush their teeth | Bacterial problem | Damage to oral health, bad breath | | |

| Symptom? | Problem? | Risk? | Cure? | Contrast? |
|-----------------------------------|-------------------|-----------------------------------|--|-----------|
| Blood when they brush their teeth | Bacterial problem | Damage to oral health, bad breath | Removal of the plaque bacteria that causes gum disease | |

| Symptom? | Problem? | Risk? | Cure? | Contrast? |
|-----------------------------------|-------------------|-----------------------------------|--|---|
| Blood when they brush their teeth | Bacterial problem | Damage to oral health, bad breath | Removal of the plaque bacteria that causes gum disease | Healthy gums, peace-of-mind, increased confidence |

A lot of marketing and sales materials lead with the problem or the cure





| Symptom? | Problem? | Risk? | Cure? | Contrast? |
|-----------------------------------|-------------------|-----------------------------------|--|---|
| Blood when they brush their teeth | Bacterial problem | Damage to oral health, bad breath | Removal of the plaque bacteria that causes gum disease | Healthy gums, peace-of-mind, increased confidence |

Example: Analytics firm for global retailers



Cure

"Do you want to hear about our new analytics software package for global retailers?"



"



Problem

"Do you struggle to aggregate retail data from different countries?"



"No"



Symptom

"Does it take weeks to get detailed reports from your worldwide retail operations?"



"Of course it does..."



Cure

"What if it took days?"



"I'm listening..."



Tip # 4

Highlight the risks of NOT using you



The workaround:



The workaround:

They know they have a problem

They try to solve it

They're NOT using you



The workaround:

They know they have a problem

They try to solve it

They're NOT using you

This is a terrible idea









THEREIS SO MUCH ROOM FOR ACTIVITIES!



It makes sense...

It's just a terrible idea



Workaround:

Using excel for invoicing as a small business



Workaround:

Using excel for invoicing as a small business

It makes sense!



Workaround: Using excel for invoicing as a small business

It makes sense! Excel is cheap and flexible





Workaround: Using excel for invoicing as a small business

It makes sense! Excel is cheap and flexible

But it does have limitations (pain)





Workaround: Using excel for invoicing as a small business

It makes sense! Excel is cheap and flexible

But it does have limitations (pain)

- Making mistakes
- Difficult to synchronise info, x-ref clients, or search for records
- Manual error, template mistakes, looking unprofessional
- Invoices bouncing back from clients needing more detail





Tip # 5

Consistently communicate the impact



People want a transformation

Not a transaction





No-one wakes up wanting to click a button



The Most Clicked Button-Com

The Most Seconds

Home

FAQ

Ranking

Messages

Track your Clicks! - <u>Sign-Up</u> - <u>Login</u>

This just might be the most clicked button on the Internet.





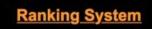




4

Hover over user to view stats

- 1 Kangxp
- 2 FutureGypsy
- 3 bugmenot
- 4 timewaster16
- 5 cmtrisket
- 6 Micah211FTW
- 7 XtremeGamingHD
- 8 OMGWTFBBQ
- 9 DBOOYA
- 10 WithASideOfFries



First Carpal Tunnel Patient

2nd-4th Rocket Finger

ZIIG TUI PROGRAM

5th-10th Calloused

5-10% Mouse Master

10-25% Double Clicker

25-50% Casual Clicker

2 50-75% Curious Clicke

75

75-100% Single Clicker

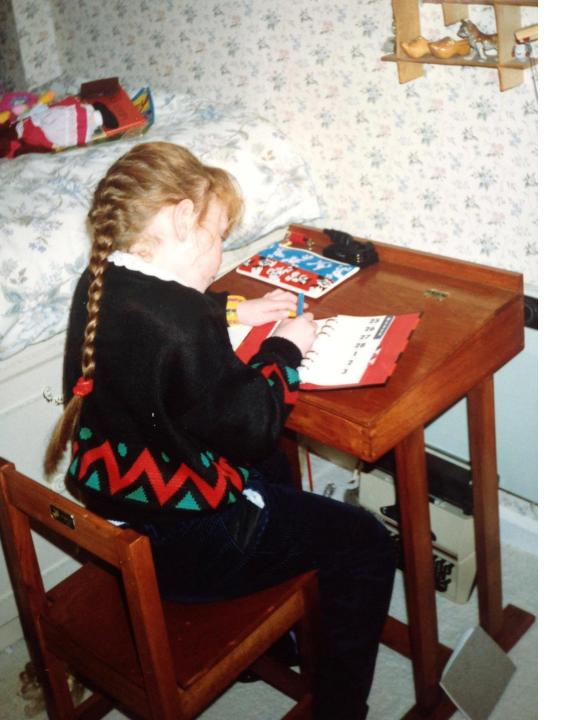
The ranking system only

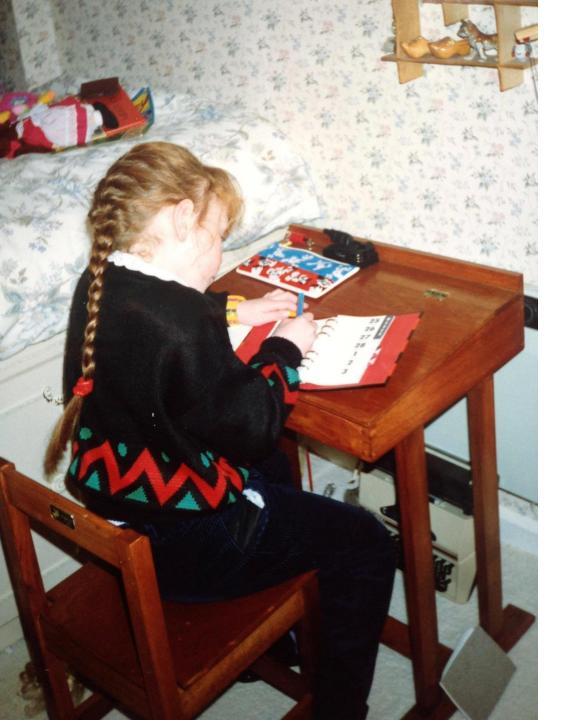
Active Users:

Cerebus1872

A 3-step formula for adding impact into your copy







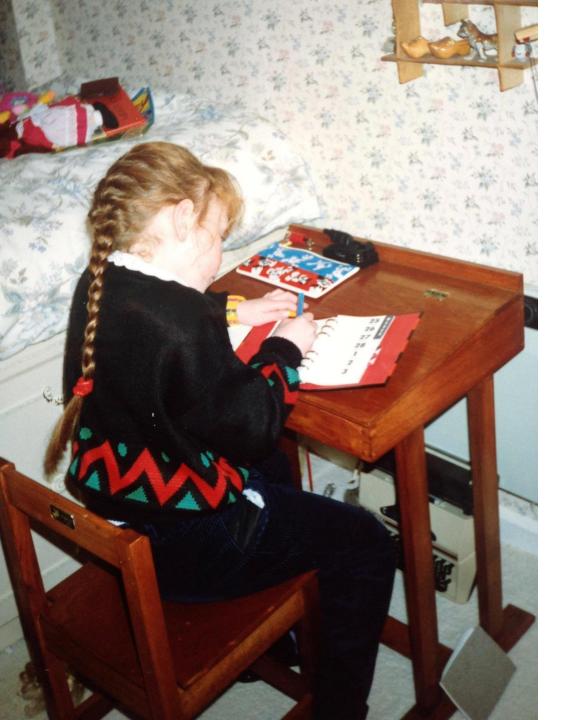
Amy:

"Can't talk now I'm working on my online membership site"



Dad:

"A what?"



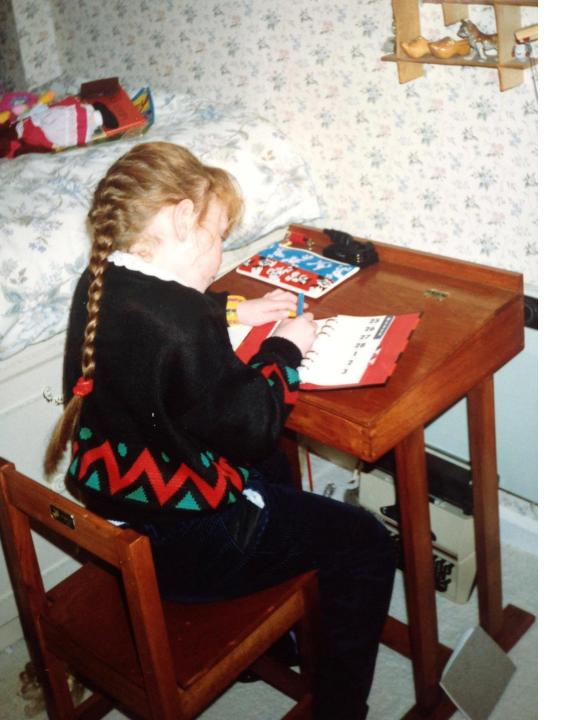
Amy:

"It's an online copywriting course"



Dad:

"That does what?"



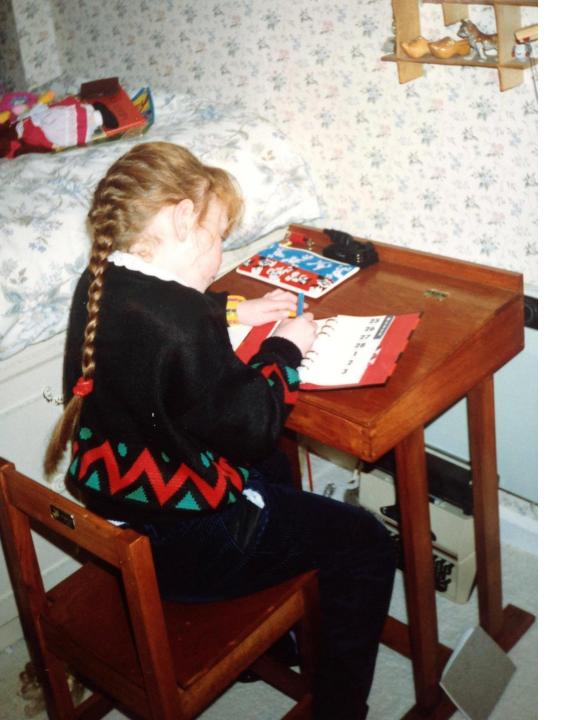
Amy:

"It teaches businesses to write engaging, customer-focused copy"



Dad:

"So what?"



Amy:

"So they can convert more prospects into customers, and ultimately make more money"

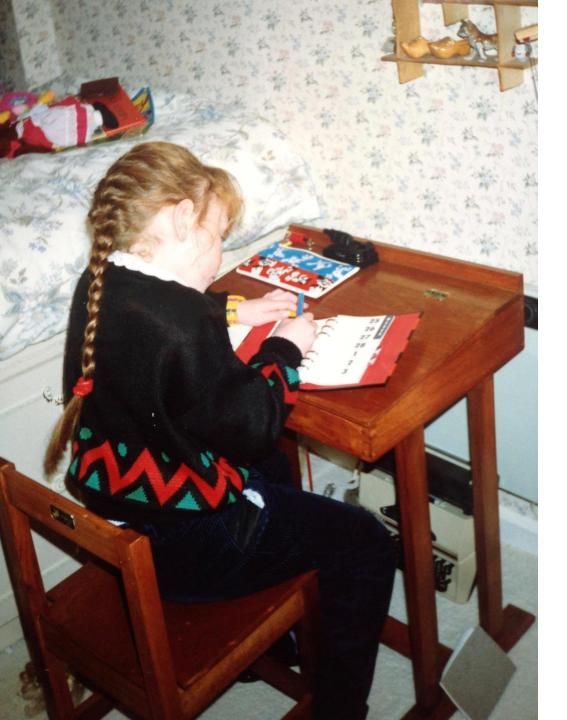


Dad:



Dad:

"A leaflet you say?"



Amy:

"Never mind dad..."

A what?



A what?

That does what?



A what?

That does what?

So what?



Example:

Exhibition and Events Organisation



| A what? | That does what? | So what? |
|--|-----------------|----------|
| A service that let's you pre-book buyer meetings before the conference | | |

| A what? | That does what? | So what? |
|--|-----------------|----------|
| A service that let's you pre-book buyer meetings before the conference | | |

| A what? | That does what? | So what? |
|--|---|----------|
| A service that let's you pre-book buyer meetings before the conference | Lets you target the most valuable prospects | |

| A what? | That does what? | So what? |
|--|---|----------|
| A service that let's you pre-book buyer meetings before the conference | Lets you target the most valuable prospects Gives you time to prepare for the meeting in advance | |

| A what? | That does what? | So what? |
|--|---|----------|
| | Lets you target the most valuable prospects | |
| A service that let's you pre-book buyer meetings before the conference | Gives you time to prepare for the meeting in advance | |
| | Stops you wasting time on the day trying to track buyers down | |

| A what? | That does what? | So what? |
|--|--|--|
| A service that let's you pre-book buyer meetings before the conference | Lets you target the most valuable prospects Gives you time to prepare for the meeting in advance Stops you wasting time on the day trying to track buyers down | Get the most profitable use of your time |

| A what? | That does what? | So what? |
|--|--|---|
| A service that let's you pre-book buyer meetings before the conference | Lets you target the most valuable prospects Gives you time to prepare for the meeting in advance Stops you wasting time on the day trying to track buyers down | Get the most profitable use of your time Increases your chance of making a good impression and signing more business |

| A what? | That does what? | So what? |
|--|---|---|
| | Lets you target the most valuable prospects | Get the most profitable use of your time |
| A service that let's you pre-book buyer meetings before the conference | Gives you time to prepare for the meeting in advance | Increases your chance of making a good impression and signing more business |
| | Stops you wasting time on the day trying to track buyers down | Lets you enjoy the event and get more out of it |

Meetings with buyers are pre-booked

(which means you can)

target the prospects you want to meet and know who you're meeting before the day.

(which means you can)

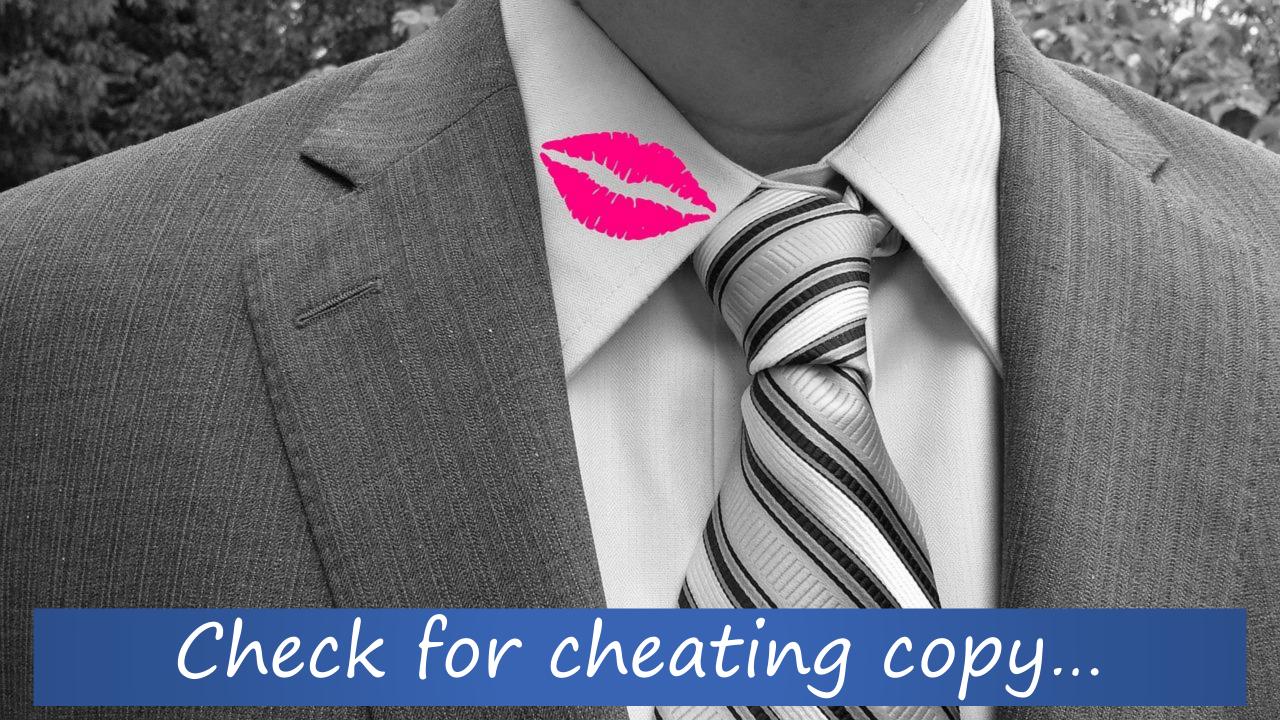
prepare in advance, make a good impression and improve your odds of signing new business

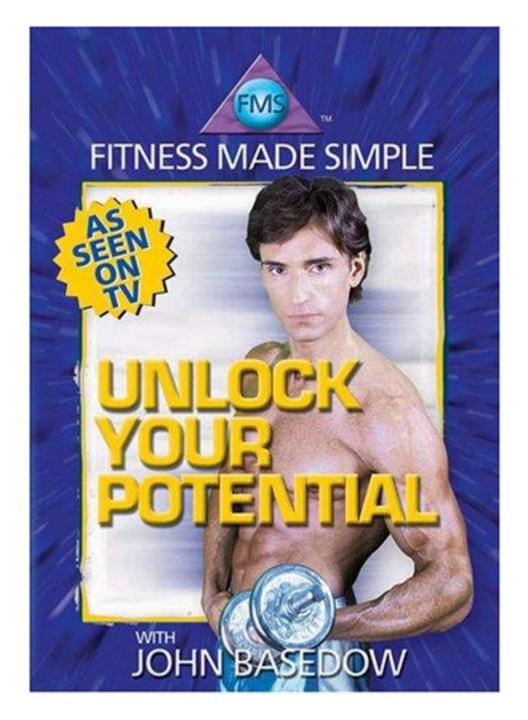




Recap







Qualify umbrella terms

The original five second test

Optimize the clarity of your designs by measuring first impressions.

Make a five second test





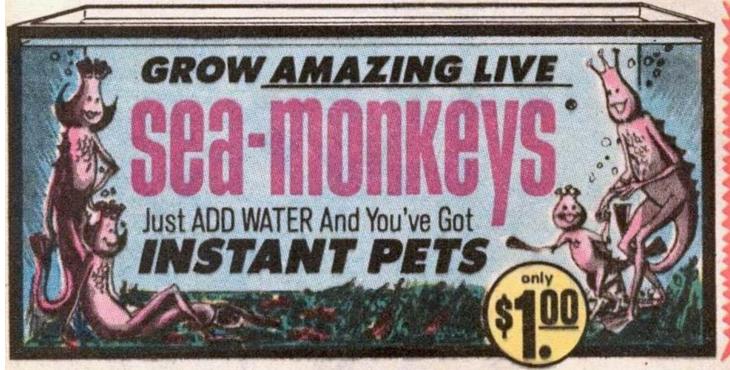
5 Tips for making them care

- Don't bury your value
- When it comes to their problem, get inside their head
- Address the problems they DON'T know about with symptoms
- Highlight the risks of NOT using you
- Consistently communicate impact



If you let the customer story drive your marketing





FREE:

With EACH oxder you get a magnificent. FULL VILL VILL USTRATED BOOK of an structions. Fricks. Training and Amarina Life Platford of Sea Monkeys a backage of "Instant Life" Water Purise. PLUS. a full UNE VEAR slipply of Special Sea Monkey. CROWTH FOOD to tree your fantastic pets" Remember. Sea Monkeys are GUARAN TEED to Live and GROW

Orline Billion commences in commence

(Petall Value of above supplies is \$2.00, yet it costs you NOTHING when you proof your sit)

You'll GASP WITH AMAZEMENT when you see the ACTUAL BIRTH of HUNDREDS of ADORABLE SEA-MONKEYS! Brought to LIFE in an INSTANT formula SO HIGHLY PERFECTED they're GUARANTEED to GROW, over HALF-A-MILLION PEOPLE of ALL ages have tested it . . . and to their delight, IT WORKED! NOW, these LOVEABLE new Mini-Pets can be YOURS!

Right In YOUR Home—A SEA-CIRCUS!

Imagine the FUN of OWNING a whole tumbling, happy troupe of SEA-MONKEYS that are MORE LAUGHS than a ZOO FULL of chattering, leaping JUNGLE MONKEYS! And, they're so EAGER to please, they EASILY learn to obey YOUR commands! We TEACH YOU how to make them appear to DANCE to MUSIC, Loop-The-Loop, ride on each other like Cowboys on their ponies, swim in novel formations like Trained Seals ... and MUCH more! They NEVER STOP entertaining and ALWAYS put on a thrilling "Variety Show" the WHOLE FAMILY can enjoy!

WATCH THE MIRACLE OF LIFE!

Your Sea-Monkeys will arrive SAFELY, sealed in UNHEARD OF "Time Capsule" EGGS that LIVE for 20 YEARS, yet—put them in water, and IN SECONDS the cutest pets you've ever seen HATCH ALIVE and start to SWIM even though they're just BABIES! Best of ALL, you get BOTH

SALES UNLIMITED DEPT. 10797 120 E. 56th ST., NEW YORK, N.Y. 10022

SEXES, so when they are FULLY GROWN you can breed MORE to give as gifts or even SELL if you wish?

NOTE: Sea-Monkeys are SO EASY to handle and raise by ANYONE, you get a unique Guarantee GOOD FOR A LIFETIME that INSURES your FREE SUPPLY of these PROFITABLE pets...FOREVER!

MONEY-BACK GUARANTEE

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120 E. 56th ST., NEW YORK, N.Y. 10022

It sounds GREAT! Please send my Sea-Monkey kit(s) and my FREE supplies. I must be 100% satisfied or you will promptly refund my money. I enclose \$1. plus 25c shipping charges for each kit.

Send___kit(s) Cash Check Money Order.

(No C.O.D.'s please)

Total amount enclosed s____

please print clearly

......

City Zip

RUSH ORDERS 50¢ EXTRA

1969 H.T.I.



MONKEYS that are MORE leaping JUNGLE MONKEY EASILY learn to obey YOU! them appear to DANCE to M like Cowbays on their panies, s ... and MUCH more! They NEV on a thrilling "Variety Show" the W a ZOO FULL of chattering. so EAGER to please, they EACH YOU how to make op, ride on each other ons like Trained Seals and ALWAYS put

(No C.O.D

money. I enclose \$2

It sounds GRE

supplies. I must



aise by ANYONE, you E that INSURES your REVER!

onkey kit(s) and my FREE ou will promptly refund my arges for each kit.

eck Money Order.

Total amount enclosed \$.

WATCH THE MIRA

Your Sea-Monkeys will arrive SAFELY, sea Capsule" EGGS that LIVE for 20 YEARS, yet-SECONDS the cutest pets you've ever seen HATC. SWIM even though they're just BABIES! Best of ALL

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