

HOW TO GENERATE MORE INBOUND LEADS USING THE “AGORA MODEL”



Presented By Pinpointe Guest Speaker,
Robert W. Bly
www.bly.com | www.pinpointe.com

Before We Start

Event Recording

- Webinar is being recorded
- Email to webinar, slides, Q&A on Tuesday
- Summary Q and A paper

Questions

- Please ask questions in question panel
- Post questions on Twitter to: **@Pinpointe,**
@robertbly

Please share! Tweet this, like us on FB, LinkedIn



For Today's Attendees

- **Bob Bly:**
 - 4 free marketing reports worth over \$100
 - Download at <http://www.bly.com/reports>

- **Pinpointe:**
 - Free - 1 month Service (\$64 ~ \$500 value)
 - <http://www.pinpointe.com/get-started>
 - Coupon code: **PPTWEBNR** (Limited Time)

About Pinpointe

- **“Business Class” Email Marketing**
- **6,000+ companies using Pinpointe platform**
- **Mostly Mid-Sized businesses – “B2B” and “B2C”**
- **Get better email with Pinpointe!**

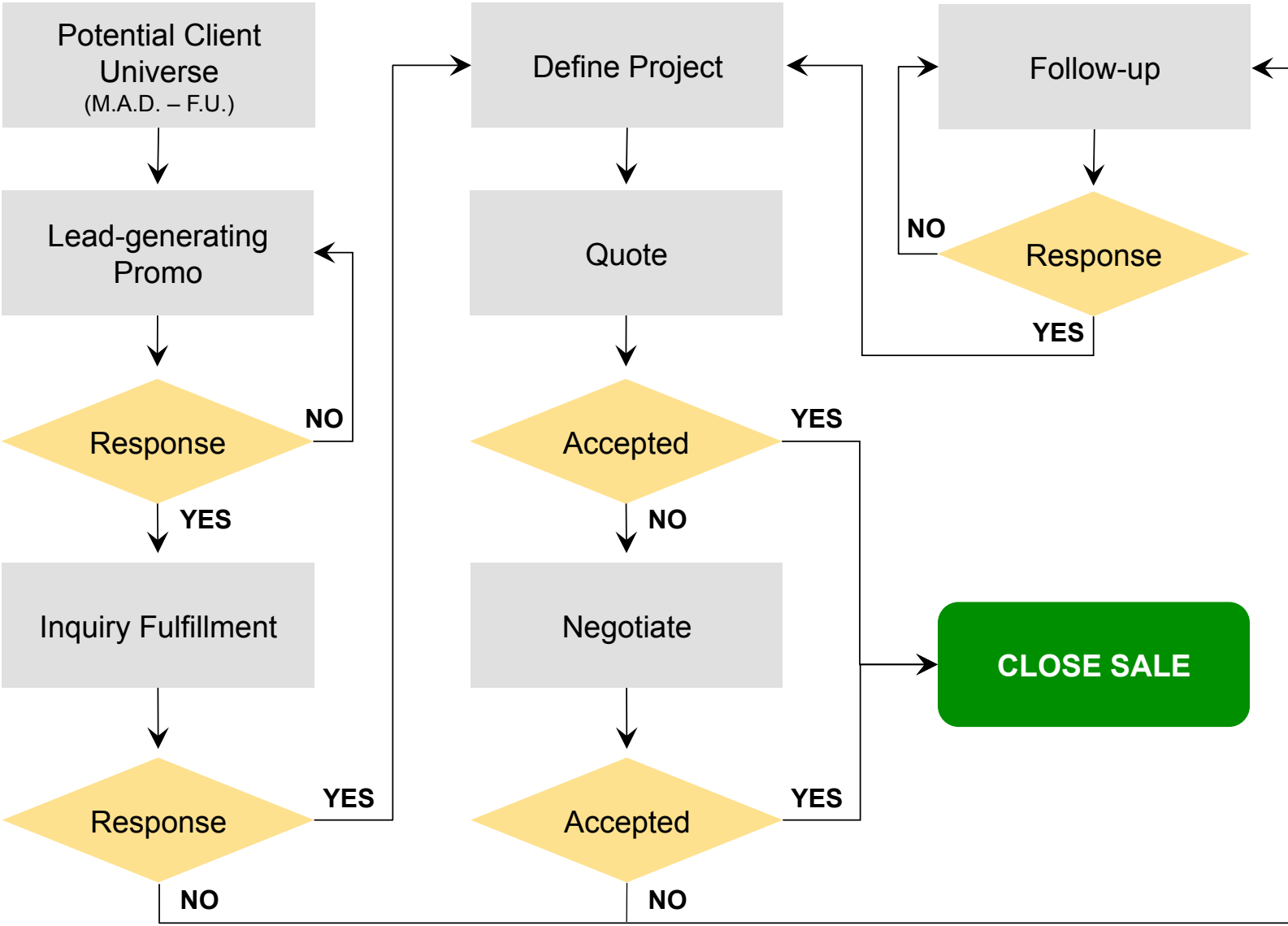
“Pinpointe is Constant Contact on steroids!”
– Pinpointe customer

About Bob Bly

- **Internet Strategist, Copywriter**
- **Author of 75+ books**
- **Appeared on TV, and radio**
- **Clients include IBM, Medical Economics, AT&T, BOC Gasses, and others**
- **Helps a wide range of clients with email marketing, copy, direct marketing & more.**



CLIENT ACQUISITION PROCESS



How to Build Your Prospect Base with The Agora Model

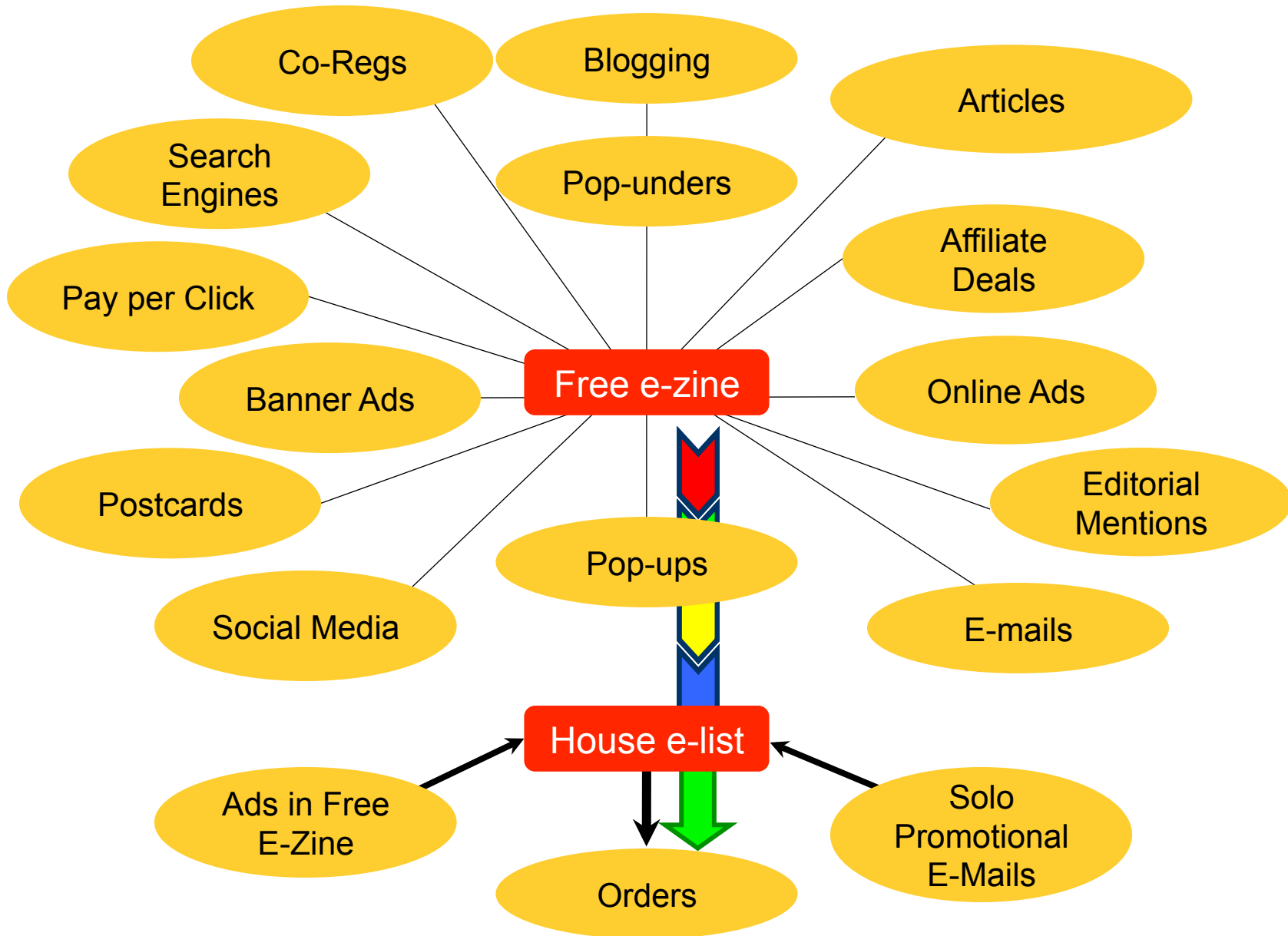
“Can I use a rented list?” [no!]

“If I don’t have an email list, how do I build my list in the first place?”

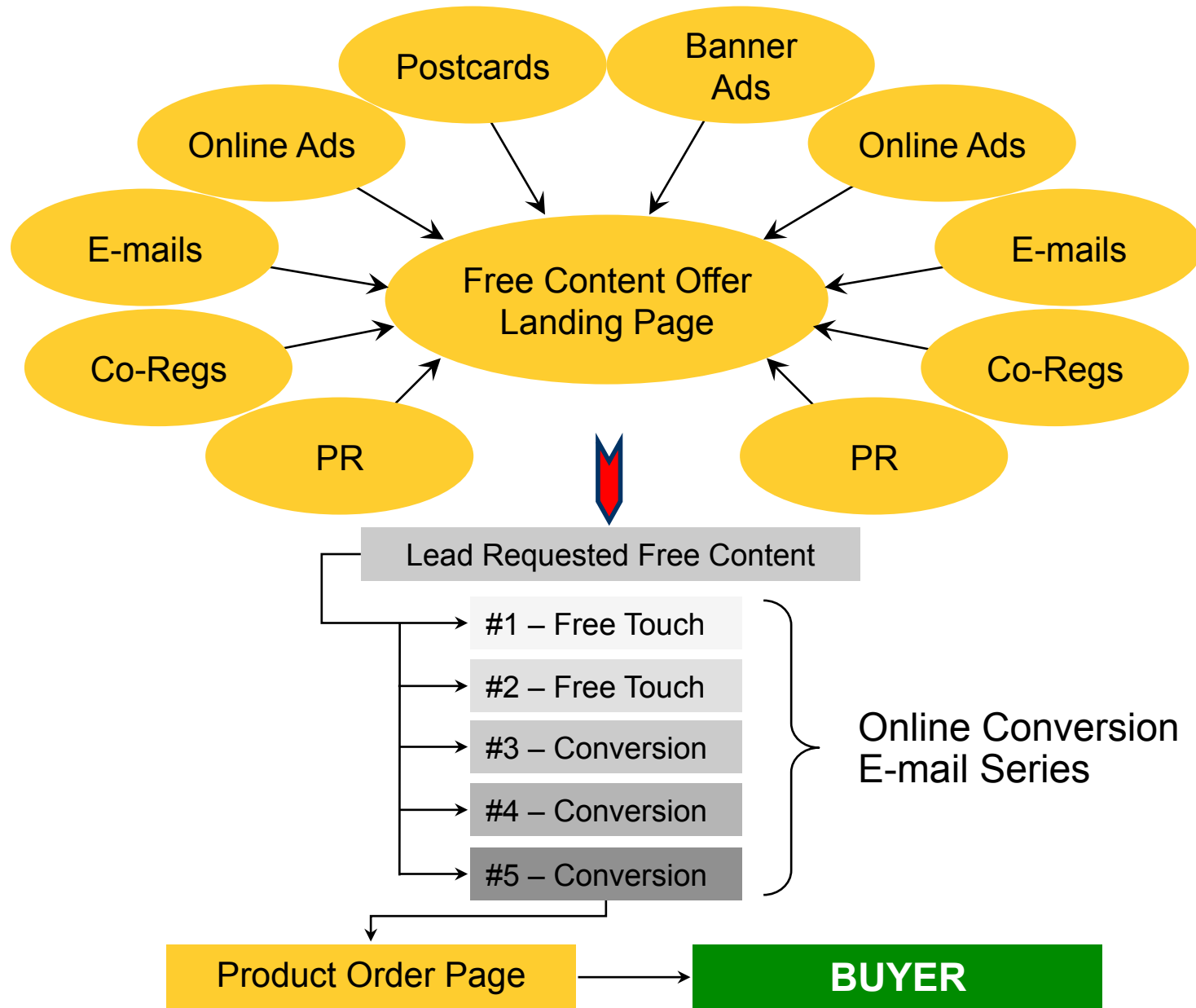
THE AGORA (“ORGANIC”) MODEL

- “Marketers will have to enter that emerging inner circle of trusted companies from whom people are willing to keep reading e-mails.” – *QurisInc. Survey, reported in DM News (10/16/03)*
- The Inner Circle and the “Rule of 16”
- “Stop using e-mail to acquire new customers”
– *Rob Cosinuke and Chuck DeSynder, DM News (10/13/03)*

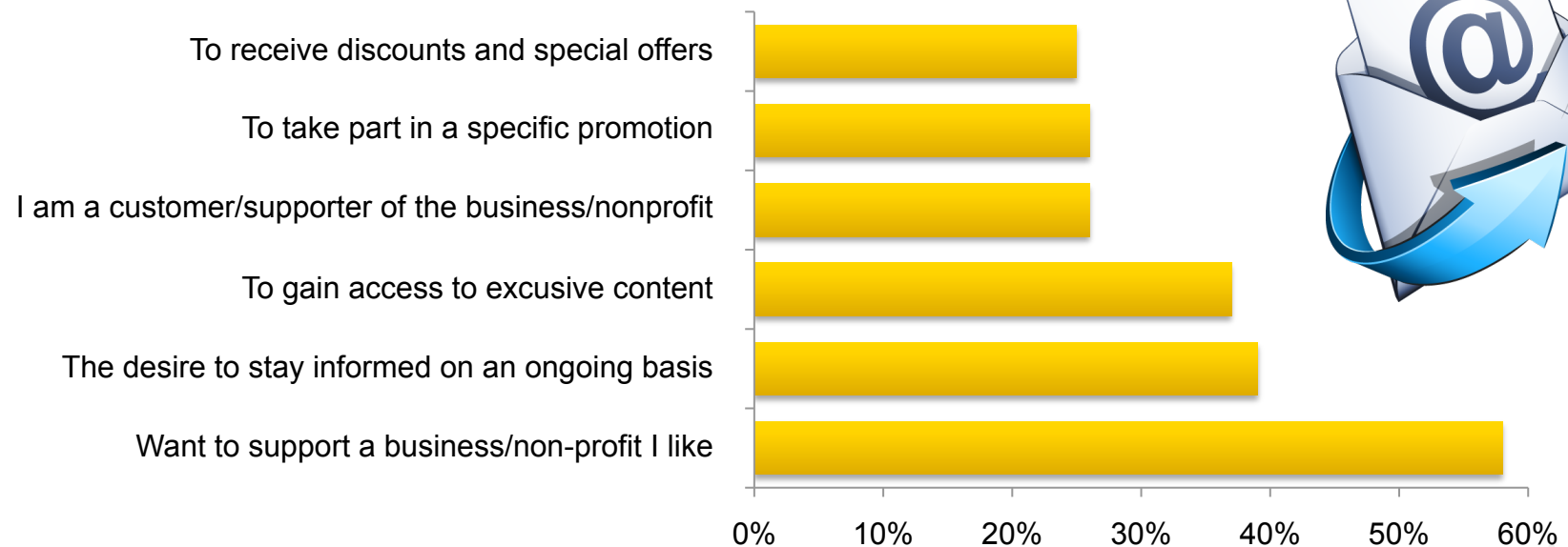
THE AGORA MODEL



ONLINE CONVERSION MODEL



TOP REASONS FOR SUBSCRIBING TO EMAILS FROM BUSINESSES OR NON-PROFITS



- Understand why your users subscribed in the first place
- Deliver content relevant to their interests



Source: cmbconsumerpulse, 2012 report (socialquickstarter.com)

FREE-ON-FREE NAME SQUEEZE PAGE

Get 4 FREE Special Reports from Bob Bly Worth Over \$100!

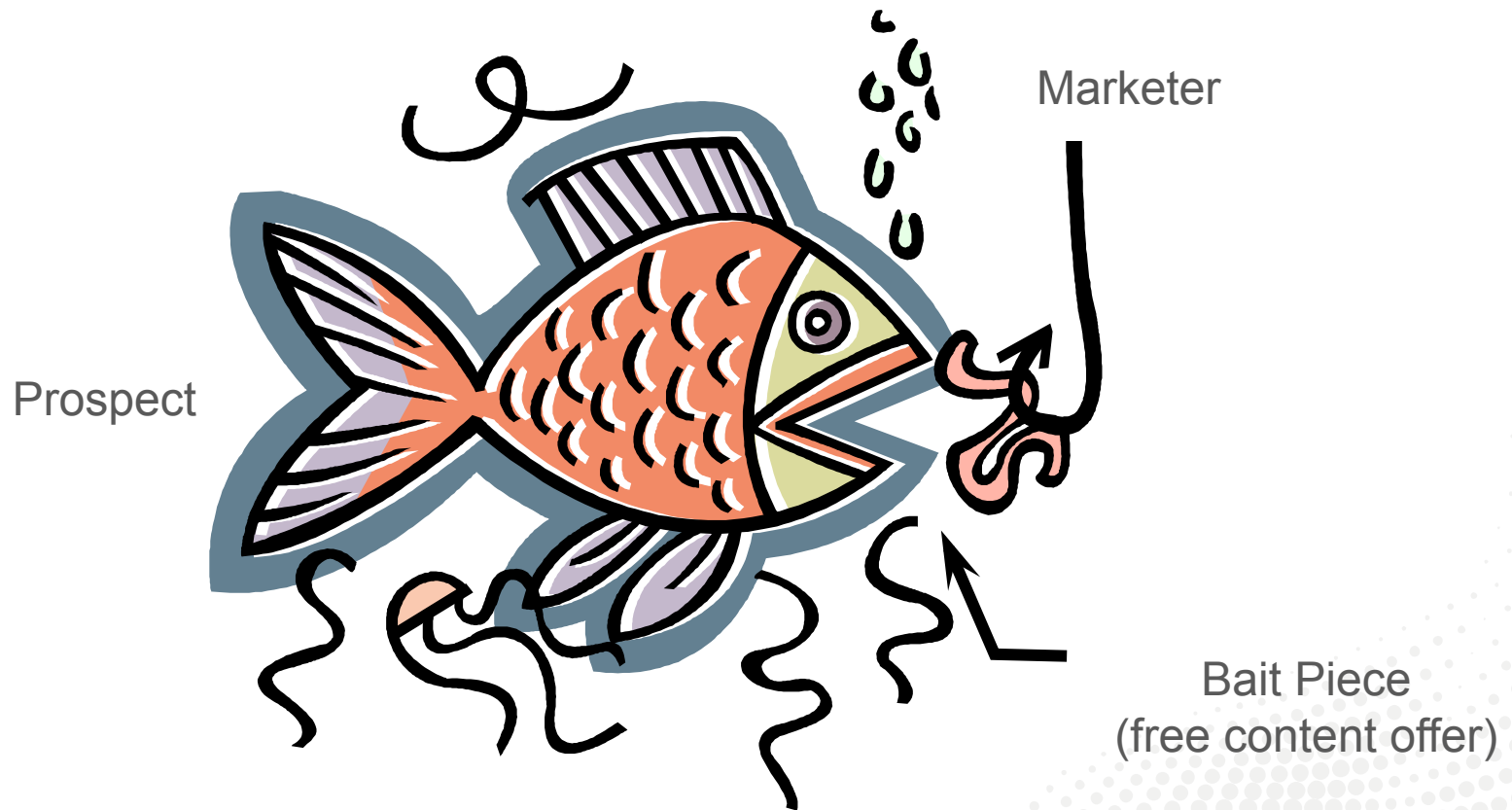
Sign up for a free, no-commitment subscription to my monthly e-newsletter on direct marketing -- *The Direct Response Letter* – and get 4 FREE Bonus Reports ... 194 pages of valuable marketing advice that can double or triple your response rates:

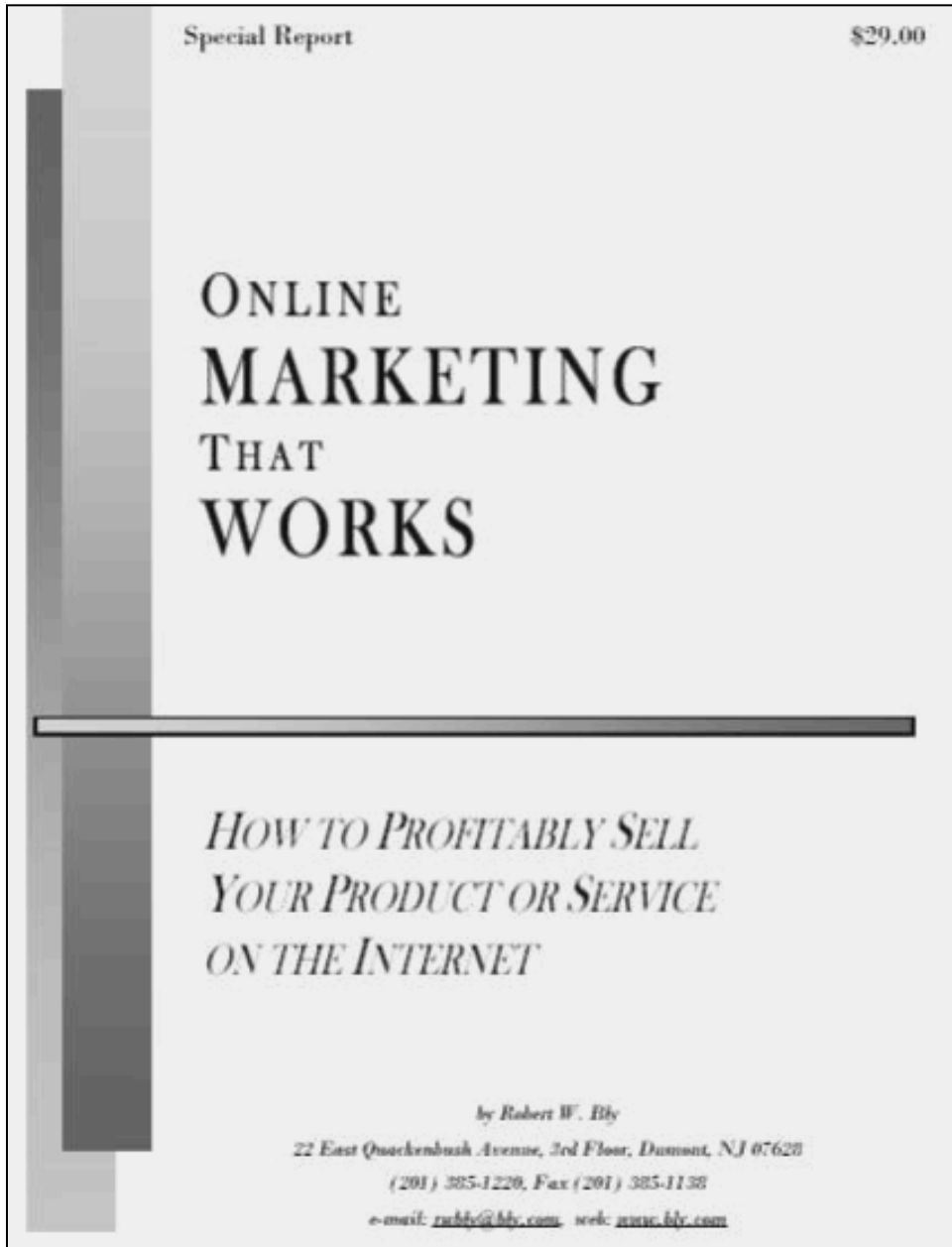
FREE Special Report #1: How to Double Your Response Rates at Half the Cost
(list price: \$29)

- 9 strategies for improving your outer envelope.

Tell your friend about this amazing offer. Just place the email address below and hit the button:

WHAT IS A BAIT PIECE?





Note cover price!

WRITE AND OFFER A "BAIT PIECE"

7 WAYS TO DOUBLE YOUR DIRECT MAIL RESPONSE— Yours FREE When You Act Now!

By **BOBBY BLY**, COPYWRITER

In 20 years of writing copy for clients such as Phillips Publishing, Chemical Bank, IBM, TheStreet.com, and AOL, I'd have to be an idiot if I didn't assume at least some useful copywriting techniques and marketing strategies that can be helpful to you in your business.

Now I'm running the full-page ad in DM News to make 7 of the most useful of these resources available to you at no cost—in the hopes that they can boost your response rates, even if a soft economy has temporarily depressed your marketing results.

Here's what I want to send you, absolutely FREE—if you will let me.

1. FREE Copywriting Information Kit.

Not every package I write is a winner. But, if there's a good "fit" between my experience and background, and your product and market, there's an excellent chance any copy can beat your control 50% to 100% or more—as it has for so many of my clients.

For example, Capsworld Solutions was getting a 1 to 2% response to mailings for its CS/ALB application development tool. A simple wording change to the beginning of their sales letter increased response to 3%—more than double the control.

For Chubb Institute, a training firm, my copy doubled response to their appraiser ads.

And just listen to what some of my other clients are saying—

"Bob Bly, my marketing consultant, helped us produce over 8% response in less than 2 months after we started a marketing campaign, guaranteeing a 350% increase in revenue."

—SUELLA M. ANDERSON, COBBERSHILL PROPERTY SERVICES

"Your e-mail to promote Early 30 days paid double the response and drove 1/3 more the gross volume of the control with a 45% increase in average order size."

—LIZ BRITTE, AURA SCENT

"The last four times your helpage, Bob, as an in-chemical engineering I was the highest inquiry generator of all the response & sales orders of all pages and segments."

—BOB BRIDGES, BRIDGE & BRIDGE ASSOCIATES

For your FREE Copywriting Information Kit—including a client list, testimonials, fee schedule, biographical background, how-to articles, and more... complete and mail the coupon below.

2. FREE Details on My Copy Critique Service.

A Copy Critique provides an objective review of an ad, sales letter, brochure, or direct mail package. You can have me critique either an existing piece—or a draft of copy in progress. It's up to you.

When you order a Copy Critique, you get a written report of two or more single-spaced typed pages that analyze your copy in detail.

I tell you what's good about it and what works, what doesn't work, what should be changed... and how. My critique covers copy, design, strategy, and offer. It also includes a checklist of notes for revisions and rewriting, although I do not write or rewrite copy for you under this arrangement.

A Copy Critique is ideal for clients who want a "second opinion" on a piece of copy, or who need new ideas to inject life into an existing package that's no longer working. It also enables you to sample my services at far less cost than you'd pay to have me write your copy from scratch.

To request details on my Copy Critique Service, use the coupon below.

3. FREE Portfolio of Copywriting Samples.

What's working in direct mail today for my clients and me? Send for your FREE Sample Portfolio and find out.

Just let me know the type of copy you need (e.g., direct mail, ads, e-mail marketing, landing pages) and your product or industry (e.g., financial newsletters, software, banking), using the coupon below. I'll tailor a package of my writing samples that shows what I've done in your particular specialty.

4. FREE Audiocassette—"The World's Best-Kep Copywriting Secrets."

At a recent meeting, I gave a talk detailing my most powerful copywriting techniques—including The FAB Pyramid... The Motivating Sequence... The Secret of the Big Promise... The Secret of Abundant Proof... the BOP Formula... and more.

This audiocassette, titled *The World's Best-Kep Copywriting Secrets*, sells for \$15 on my Web site. Now this informative program is yours FREE when you complete and mail the reply coupon below.

5. FREE Special Report—"Recession-Proof Business Strategies."

Featured in the *Los Angeles Times*, *Nation's Business*, and dozens of other publications, this informative booklet gives you 14 proven strategies for turning up business and profits in a down economy.

Thousands of copies have been sold at the list price of \$7. But a copy is yours free, when you complete and mail the coupon below.

6. FREE Web Site Access.

You can see samples of my work, a client list, dozens of testimonials, a detailed bio, articles written by and about me, my books, and more. Visit www.bly.com now. And while you're there, don't forget to sign up for...

7. FREE e-zine—"Bob Bly's Direct Response Letter."

More than 60,000 people already subscribe to my monthly online newsletter, bringing them the latest copywriting tips, marketing advice, case

studies, marketing Web sites, and other valuable resources. To sign up for your free subscription, enter your e-mail address on the license page of www.bly.com. Or use the coupon below.

Can I help you beat your control?

As a direct marketer, you know that even a small increase in your response rates can significantly reduce your marketing costs while increasing your sales and profits.

My copywriting services... and the other resources described in this ad... have helped numerous direct marketers beat their controls and become more profitable.

Now, you can get the 7 resources listed above absolutely FREE. And if you act now, you may qualify for an 8th free resource.

8. FREE \$29.95 "Idiot's Guide to Direct Marketing" Book.

Thousands of direct marketers have profited from the advice in my latest book, *The Complete Idiot's Guide to Direct Marketing* (Alpha Books).

A \$29.95 value, a copy of this 350-page paperback is yours FREE when you hire me to write copy, give you a copy critique, or consult with you within 60 days of publication of this ad.

It pays to respond today. Here's why...

From experience, I've learned that the best time to evaluate a copywriter and take a look at his work is before you need him, not when a project deadline comes crashing around the corner. You want to feel comfortable about a writer and his capabilities in advance... so when a project does come up, you know who to call.

Why not write or phone today? I'll rush your free materials as soon as I hear from you.

5 easy ways to reply

1. Call Bob Bly today at 201-385-1220.

2. Complete and fax the coupon below to 201-385-1138.

3. E-mail Bob at rbly@bly.com.

4. Go to www.bly.com, click on Contact, and complete and submit the online reply form. Mention this ad and any materials you want to receive.

5. Complete and mail the coupon below to Bob Bly, 22 E. Quackbush Avenue, Dumont, NJ 07628.

Bob Bly, a freelance copywriter specializing in direct marketing, is the author of 50 books including *The Copywriter's Handbook* (Harcourt Health) and *Internet Direct Mail* (NTC Business Books). He has written copy for more than 100 clients including Medical Economics, Local Technologies, Tempus, Frontier 141, Innovations Publishing, and PSE&C.

THE FORMULA



LGM + BPO

=

2x RRR

BOB, Please send me:

- FREE Copywriting Information Kit
 FREE facts on your Copy Critique service
 FREE Copywriting Sample Portfolio

My product or industry is:

Type of copy I need:

- Ads Direct mail Web pages E-mail
 Other (please describe):

- FREE audiocassette (#B31)—
 "Best-Kep Copywriting Secrets"

- FREE special report (#102)—
 "Recession-Proof Business Strategies"

- FREE e-zine subscription—
 "Bob Bly's Direct Response Letter"

- Call me to discuss a potential copywriting project. Best time to call:

Name _____

Title _____

Company _____

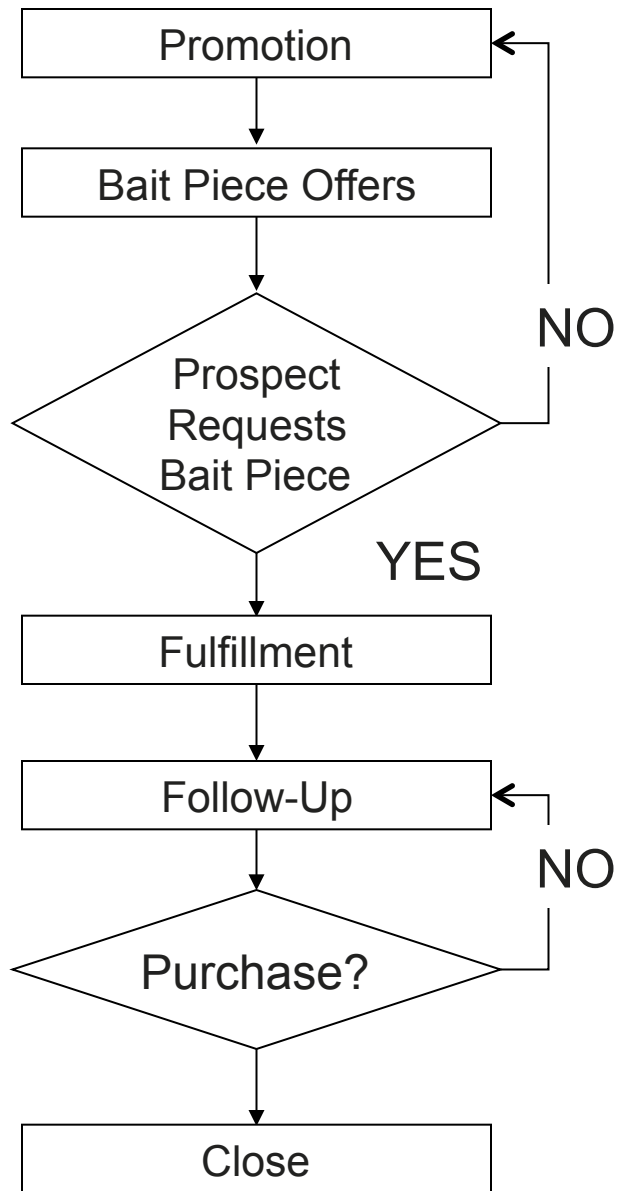
Address _____

City _____ State _____ Zip _____

Phone _____

E-mail _____

Mail to: Bob Bly, 22 E. Quackbush Avenue, Dumont, NJ 07628
 Phone: 201-385-1220, Fax: 201-385-1138, Web: www.bly.com, e-mail: rbly@bly.com




THE ROLE OF THE BAIT PIECE IN THE SALES CYCLE

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Bob Bly
98 likes

 Like  Message 

 Business Services
 590 Delcina Drive, River Vale, NJ 07675
 1 (201) 797-8105




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Photos

Likes

Highlights ▾

 Post  Photo / Video

Write something...

 Activity
June

People Who Like This

1

Recent Posts by Others on Bob Bly [See All](#)




Brahma's Mind 092 218 706
Please give me the structure of simple site
June 5 at 9:00pm



Yudh Nemchan
 98@yahoo.com
June 4 at 8:03pm



Yudh Nemchan
 Dear Master Bob Bly I crave to be Web writer could y...
June 4 at 3:37am

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New Free Online Calculator Shows What Response Rate Your Direct Mail Promotion Needs to Generate For It to Be Profitable

Dumont, NJ – You’re getting ready to send out a direct mail campaign. What response rate do you need to have a profitable mailing? Now you can find out with a free online tool, Bob Bly’s Direct Response ROI Calculator, at: www.dmresponsecalculator.com.

When you click on the site, you can access a free “break-even calculator.” You enter the mailing costs – postage, list rental, printing, and so on. The tool automatically calculates the response rate you need to break even.

According to Bly, a freelance copywriter specializing in direct response, “The inexperienced mailer focuses on number of replies, while experienced direct marketers want to know what response rate is needed for the mailing to break even.”

“By break even,” says Bly, “we mean that the mailing generates net revenues exactly equal to its costs.”

The Direct Response ROI Calculator determines net revenue per order by subtracting the cost of goods from the purchase price of the product.

The mailing cost is calculated by adding up postage, mailing list rental fees, printing, and “letter shop” fees – what it costs to have a direct mail service assemble the components of the mailing and send it out. Copywriting, graphic design, illustration, and other one-time costs to create the mailing are not factored into the break-even calculation.

Bob Bly

Copywriter/Internet Marketing Strategist

**Need Great Copy?
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Now!**

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- Seminars
- Bio
- Portfolio
- Clients
- Case Studies
- Testimonials
- Methodology



Free DM ROI Calculator
Instantly calculates DM response rates

What's the "secret weapon" that IBM, Intuit, Forbes, Medical Economics, ITT, and dozens of other smart direct marketers use to make more money -- online and offline?

It's not just social networking ... or database marketing ... or blogging ... or list segmentation ... as effective as those marketing tools may be.

It's powerful, persuasive direct response copywriting: knowing how to write potent, compelling copy for landing pages, squeeze pages, e-mails, sales letter, and ads that drive clicks, conversions, and sales through the roof - and make more money online *and* offline.

That's why some of the biggest and most successful direct marketers ... as well as some of the smallest ... call on freelance direct response copywriter and Internet marketing consultant Bob Bly when they need direct response copywriting that sells.

With a 30-year track record as a top freelance copywriter, Bob Bly -- dubbed "America's top copywriter" by McGraw-Hill and praised by legendary ad man David Ogilvy - offers you a combination of proven direct response copywriting skills and Internet marketing expertise unduplicated in the industry.

While today Bob is widely known as a control-beating direct response copywriter and Internet marketing specialist, his background in chemical engineering and IT prompted him to begin his career in industrial marketing, where he continues to put his technical knowledge to work helping high-tech and B2B clients generate more leads and sales.

Unlike many top copywriters today, Bob Bly does not hire junior copywriters to work on your promotions. If you hire Bob, he writes every word himself - an advantage available from no other source.

So ... whether you're a successful Internet marketer who wants to boost your online sales ... or a small business looking to make more money ... or an established brick and mortar corporation striving to increase market share ... just [click here](#) to get started today!

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Blogroll

- What does GE get out ...
- Ask a Stupid Question...
- Avoid Logical Contradict...
- Is Writing the Hardest ...

[view all](#)

FREE B2B MARKETING HANDBOOK

**Survive the Recession!
FREE Report
Click HERE Now!**

Sign up today to receive Bob Bly's FREE E-newsletter

Find all of Bob Bly's information products HERE!

Bob Bly Copywriter
Copywriter/Consultant
590 Delcina Drive
River Vale, NJ 07675
Phone 201-505-9451
www.bly.com
e-mail: rwbly@bly.com

Follow me on:





Bob Bly

Copywriter/Internet Marketing Strategist



 **FREE DM ROI CALCULATOR**
Instantly calculates DM response rates

- Home
- Copywriting
- Copy Critique
- Audio Premiums
- Starter Package
- Landing Page Guru
- Consultation
- Coaching
- Project Management
- Seminars
- Bio
- Portfolio
- Clients
- Testimonials
- Methodology

Sign up today to receive Bob Bly's free e-newsletter

Contact Bob Today

You can use this form to contact Bob about your copywriting needs. If you have an immediate project, you can request a free, no-obligation cost estimate. If you have future needs, you can use this form to determine whether Bob is a good "fit" for you - so when a copywriting need does come up, you can call on him with confidence, knowing in advance that he can meet your needs, schedule, and budget.

Choose your preference below:

- Find Out More About Bob's Copywriting Services
- Request A Cost Estimate for Copywriting

* = required fields

* Your Name:

Your Title:

* Company Name:

* Phone:

* Your E-mail Address:

Address:

City:

Province/State:

Country:

Postal/Zip Code:

Fax:

Web Site:

Type of Business:

Your Product or Service:

What kind of copy do you need?

Other:

Who is your target audience?
(Describe a typical user.)



Bob Bly

Copywriter/Internet Marketing Strategist



**FREE
DM ROI
CALCULATOR**

Instantly calculates DM response rates

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Sign up today to receive Bob Bly's free e-newsletter

Press Room

Sell Your Products to "Grumpy Old Men" Instead!

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Recession-Proof Marketing

([Read It Now](#) / [Download MS Word File](#))

Calculate Direct Mail Response Rates Online

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Internet Loss Leader Strategy

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Content 2.0: A Systematic Approach to Content Syndication

([Read It Now](#) / [Download MS Word File](#))

CREATE “MAGNETIC META TAGS”

Words or phrases embedded within the HTML code used to create Web sites.

HOW TO LOOK AT COMPETITOR META TAGS

From your browser’s tool bar, simply choose the “View” menu. Then click on “source,” and a window will open with HTML text that you can study.

META TAGS 101

If you are creating your own Web sites, depending on which software you use, all you have to do to add META tags is type the words you've chosen in the appropriate places.

The key META tags for marketing purposes are Title, Description, and Keywords. These tags control what surfers see when your site is listed in the search engines, which means they will help people decide whether to visit your site.

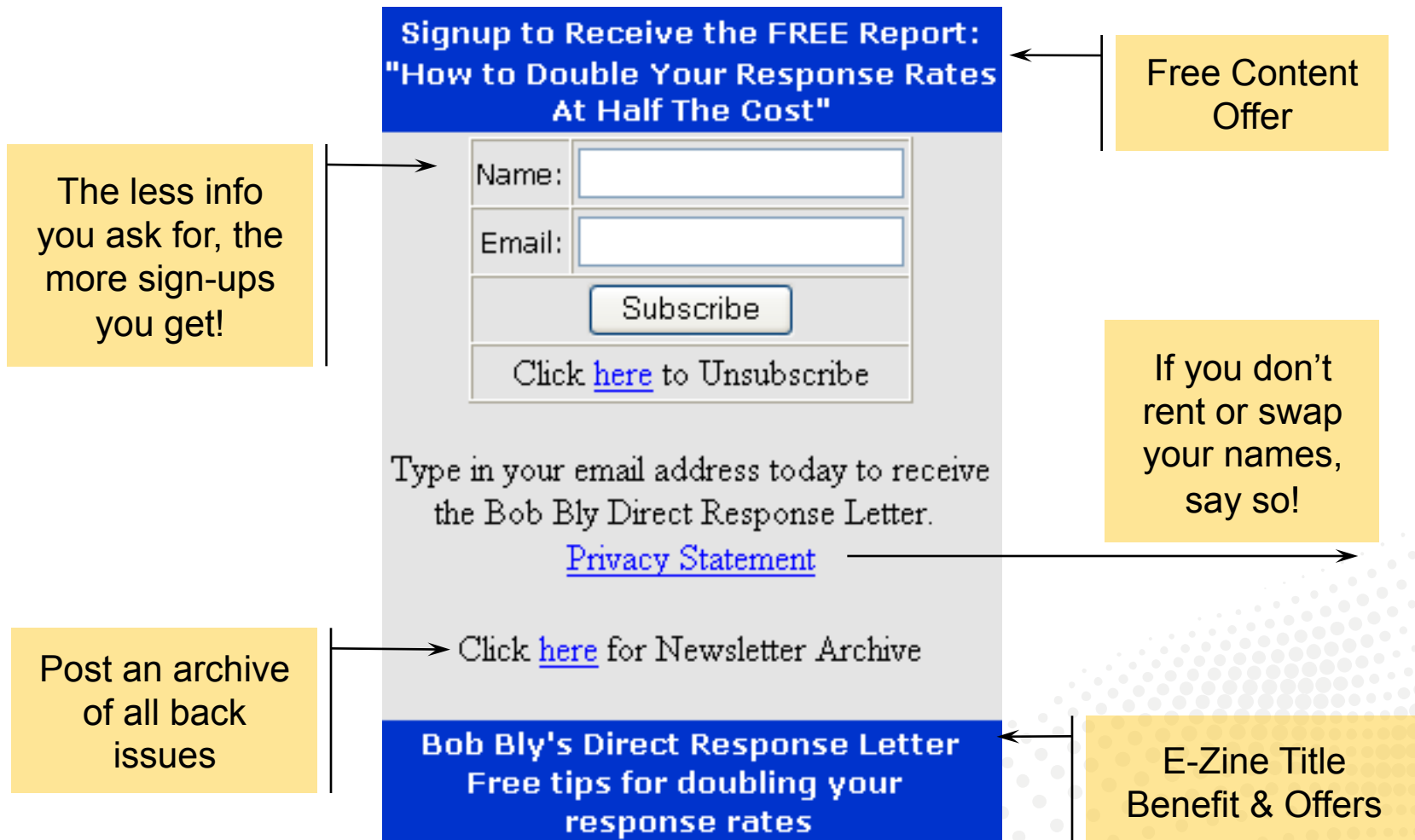
WHAT IS A “MAGNETIC” META TAG?

“Keywords” are the terms your prospect and visitors will type into the search field when they are looking for talent. So consider the words and phrases they might use to describe your services.

Put these keywords in your META tag.

You should include your keywords in the first 25 words of your homepage.

IF SUBSCRIBERS ARE YOUR PRIMARY GOAL, MAKE THE SIGN-UP BOX PROMINENT ON YOUR WEB SITE



Subject: A \$100 gift for you

Dear NAME:

My friend and colleague Bob Bly is one of the most experienced – and successful – copywriters I know. McGraw-Hill calls Bob Bly “America’s top copywriter.”

I recommend you sign up for his free monthly e-zine, “The Direct Response Letter.” It’s packed with tips on how to double your response rates.

You also get a free copy of “Recession-Proof Business Strategies” and 3 other bonus reports -- worth over \$100. Click below to claim your free materials now:

www.bly.com/reports

On a recent visit to Bob’s Web site, I was blown away by all the valuable content ... but unfortunately, the material I thought would be most useful to you had a hefty price tag on it.

To make a long story short, I twisted Bob’s arm – and he has agreed to give away to my readers 4 of his Special Reports absolutely FREE!

For a limited time only, Bob has agreed to send you, at no cost:

- ** Free Special Report #1: Make \$100,000 a Year Selling Information Online.
- ** Free Special Report #2: Secrets of Successful Business-to-Business Marketing.
- ** Free Special Report #3: How to Double Your Response Rates.
- ** Free Special Report #4: Online Marketing That Works.

Each report has a list price of \$29; total value of this package of reports is \$116.

But this week only, you can get all 4 reports FREE when you click on the link below now:

www.bly.com/reports

Sincerely,

NAME

P.S. You will also get a free subscription to Bob Bly’s monthly e-zine, The Direct Response Letter.

There are way too many marketing e-zines published today. But Bob’s is one of a handful actually worth reading.

And now, it’s yours free. Just click below to start your subscription:

www.bly.com/reports

There’s no cost. And you may cancel without penalty at any time.

EMAIL LIST SWAP



[Click Here](#) To download your **FREE** copy of

"Perfect Pitch: How To Get Heard in a 24/7 News Cycle"

It's a simple fact. The 24/7 news cycle means **it's tougher than ever to pitch the media**. In fact, even seasoned PR professionals are struggling to keep pace with the media's huge appetite for the hottest news and the freshest story angle.

That's why you need to download Bacon's must-read Tip Sheet right now. It's loaded with practical ideas you can use today. Don't miss it!

We want you to know that "Perfect Pitch: How To Get Heard in a 24/7 News Cycle" is made available to you by the creators of Bacon's Express Monitoring service. It's a unique, affordable service that's on the job 24/7 making sure you'll be the first to know when news hits, whether it's in the newspaper, on TV, or across the Web.

Bacon's Express Monitoring service provides timely updates throughout the day, delivered to your online portal via instant email notification. It provides coverage of:

- ▶ **Over 5,000** magazines, newspapers and trade journals
- ▶ **8,000 influential** news websites and blogs
- ▶ **More than 7,000 daily news programs**, covering over 90% of the Nielsen TV viewing audience, nationwide
- ▶ **Media in 70 countries** spanning 5 continents

If you want to win in today's tough new media environment, [download](#) your free copy of "Perfect Pitch: How To Get Heard In a 24/7 News Cycle." And, while you're at it, find out more about Bacon's Express Monitoring service. It's just what you've been looking for!

Bacon's Information
332 S. Michigan Avenue, Suite 900 Chicago, IL 60604
www.bacons.com phone: 866.639.5087

Bacon's Information Inc. does not intend to send unsolicited email. You are receiving this message as a valid client or interested party of Bacon's Information and our services and products. Periodically, we have special offers, useful information, or news regarding our products and services we believe will be of interest to you. If you choose not to receive any electronic communication from Bacon's Information, Inc., please click the following e-mail link and send a message with or without any text: [Click here to opt out: Unsubscribe](#)
You will receive one additional email message confirming your removal.



Download
and learn ...

- ✓ The single most important fact about media relations you need to remember
- ✓ The worst "sin" you can commit when talking with an editor
- ✓ When it's actually smart NOT to call your contacts
- ✓ The vital personal quality you need to develop (If you don't have it, fake it!)
- ✓ Three facts about "viral marketing" every PR pro needs to know
- ✓ How to turn a simple phone call into a PR victory

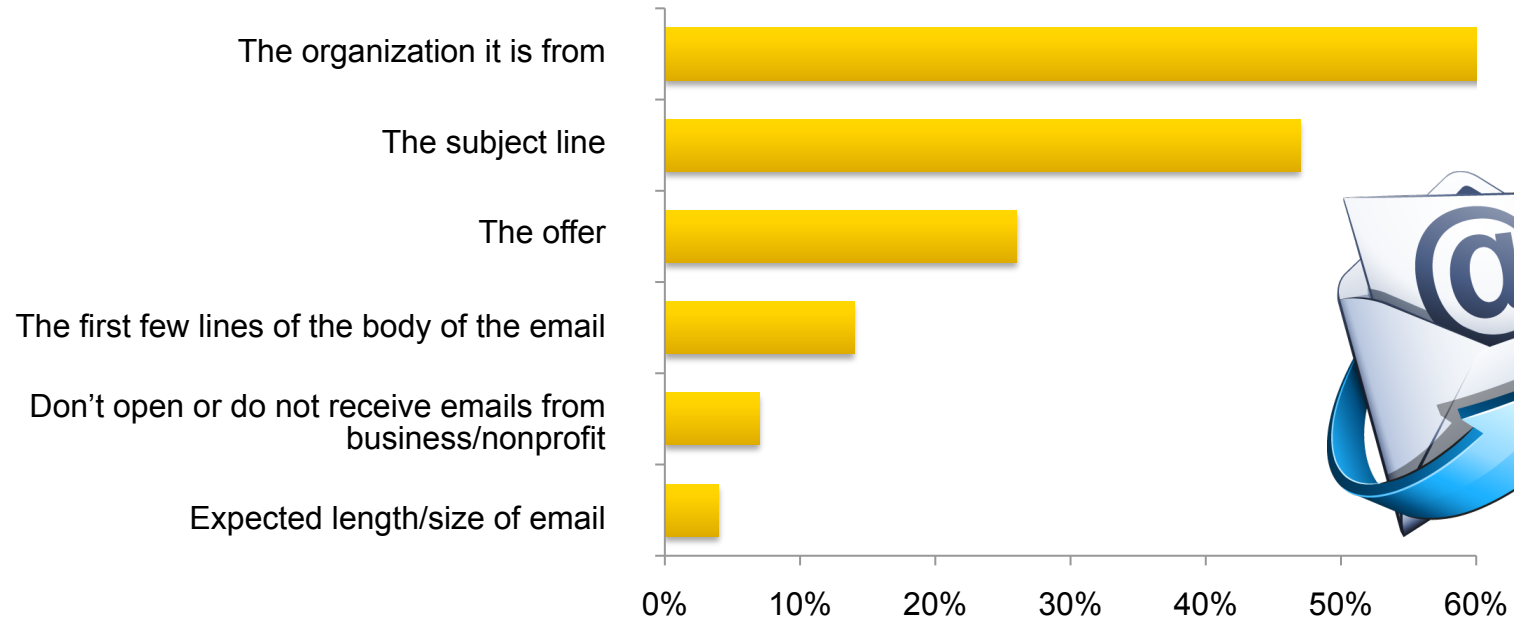
[Click Here](#)

To download your copy of
**"Perfect Pitch:
How To Get Heard in A 24/7
News Cycle"**



EMAIL

TOP REASONS FOR OPENING



- Understand why your users open your emails
- Sender + subject >> the offer (!)
- More details in following slides...



Source: cmbconsumerpulse, 2012 report (socialquickstarter.com)

CLICK THROUGH RATES (CTR)

Varies extremely widely depending on the following factors:

- Freshness of the names on the list
- Extent of relationship between list members and personality sending the e-mail
- Extent to which the list has received similar offers before (burnout)
- Extent of the copywriting/offer prowess of the sender
- The balance between what's shown in the e-mail and what's left behind the curtain
- How targeted the list topic is
- Ranges from less than 1% CTR to as high as 27% plus
- TheStreet.com list of 2 million had click through rates of up to 5%
- Niche markets with much smaller, more highly targeted lists average about 12%
- Newsletter articles sent to your house list – 6-10%
- Free offers sent to your house list – 6-10%
- Sales offers to your house list – 3-5%
- Anything sent to 3rd party lists – 0-2%¹

4 STEPS TO WRITING STRONGER SOLO E-MAIL MARKETING MESSAGES

Matt Furey writes a simple e-mail messages to his list each day. It takes him about 20 minutes, and he averages \$10,000 in sales per e-mail.

What's his e-mail copywriting secret?

1. **Brevity** – messages are 500 words or less.
2. **Intimacy** – matt makes his messages feel like they are personally addressed to the reader.
3. **Informality** – he creates a bond with his readers by writing like he speaks and using slang that his readers recognize as their mutual language.
4. **Pace** – Matt varies the pace of his writing so you never feel like it is slowing down. It's always rushing forward and fun to read.

Source: AWAI, 3/15/07

ADS IN E-ZINES WORK!

*****SPONSOR*****

Free white paper: Troubleshooting Application Response Time

What is causing poor application performance? The network? The server?
The application? A rogue application or user hogging all the bandwidth?
How can you quickly tell the difference? Can you prove that it's not
the network to other management teams?

Find out how.

<http://www.computerworld.com/ads/go2/9984474.html>

THE E-ZINE CLOSE

60-SECOND COMMERCIAL FROM FERN DICKEY, OFFICE MANAGER:

Bob is available on a limited basis 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 Bob is available to take your assignment, we'll tailor a package of recent samples to fit your requirements. Call Fern Dickey at 201-797-8105 or e-mail dickeybf@aol.com.

“Soft Sell” sales pitch generates leads and business

Bob Bly
Copywriter/Consultant
www.bly.com
rbly@bly.com

22 E. Quackenbush Ave.
Dumont, NJ 07628
phone 201-385-1220
fax 201-385-1138

Masthead with all contact information

INCREASE RESPONSE WITH A SPECIAL OFFER

DOUBLE YOUR E-MAIL RESPONSE WITH A NEW SUBJECT LINE
I have seen enough tests to know that you can increase click-through rates on e-mail marketing messages up to 50% and sometimes as much as 100% just by changing the subject line. Now I am looking for 3 clients to help me prove this.

If you are one of the first 3 people to respond to this offer, I will write an e-mail marketing message for you at 33% off my regular rate AND give you two subject lines to split test. All I ask in return is that you share the results with me.

To find out more about this offer, call Fern Dickey at 201-797-8105 or e-mail her at dickeybf@aol.com.

12 readers asked to take advantage, and we did 3.

TO GENERATE TONS OF LEADS, PUT FREE OFFERS IN YOUR E-ZINES

"SELLING YOUR SOFTWARE WITH DIRECT MAIL" - YOURS FREE!
Direct mail is an incredibly effective method of generating leads and orders for software products. Recently, I gave a well-received talk for the Software and Information Industry Association (SIIA) outlining the steps required to plan and implement a successful software direct marketing promotion. For your FREE copy of "Selling Your Software with Direct Mail" on audiocassette, call Fern Dickey at (201) 797-8105 or e-mail dickeybf@aol.com and ask for tape #833.

This Generated 200 Leads in 48 Hours!



2400 Cerritos Avenue
Signal Hill, CA 90755

Dear [NAME]:

Do you have old PCs, printers, servers, fax machines, or other electronic assets that you need to get rid of? If so, then **Heritage Environmental Services** is here to help you recycle or remarket those assets in a cost-effective, secure, and environmentally compliant manner.

Heritage is proud to announce that we have become a *Certified Channel Partner* for **Chasm Lifecycle Management**. As outlined in the enclosed brochure, Chasm is the first nationwide electronic asset disposal service that offers an integrated "cradle to grave" IT asset lifecycle management process. This service is offered locally, but at the national level.

By offering you the Chasm Lifecycling solution, **Heritage** can save you time, money, and the aggravation of disposing of your old electronic assets. Moreover, Heritage can even turn some of these electronic assets into cash!

The technique used by Chasm Recycling involves a proprietary incineration-free process that cleanly converts discarded plastics and a dozen other raw materials into the commodities market, thus maximizing their value.

Electronic assets that have not been wiped clean of data, application software, and other sensitive information can be sold online and in other channels, offsetting you a small profit. Any remaining scrap parts are recycled at our facility.

So, what is the next step? If you are interested, please call **Heritage Environmental Services**. We can help you dispose of your old electronic assets with a free analysis that will be provided by our Chasm Lifecycle Management System can help you dispose of your old electronic parts.

Sincerely,

Patricia Benson
Marketing Coordinator

PS. For a FREE copy of our white paper, *Maximizing Revenues and Mitigating Liabilities from Electronic Asset Disposition*, complete and mail the enclosed reply card. Or to download your free white paper immediately, visit www.chasminc.com/heritage and enter your personal code of xxxxx.

DIRECT MAIL

Send me your FREE White Paper Maximizing Revenues and Mitigating Liabilities from Electronic Asset Disposition

- Send me your FREE White Paper.
- Call me to discuss my electronic asset disposal needs.

Best time to call: _____

Phone: _____ Email: _____

Description of electronic assets
requiring disposition: _____

(Please correct name and address if different than below)



2400 Cerritos Avenue ■ Signal Hill, CA 90755
562-595-0209 ■ www.chasminc.com/heritage

PROBLEM / SOLUTION

GRAVER CHEMICAL

Division of The Graver Company

2720 U.S. Highway 22
Union, New Jersey 07083
(201) 964-0768
Telex 13-8215

April 22, 1983

Mr. Bob Bly
174 Holland Ave.
New Milford, NJ 07646

Dear Mr. Bly:

Do you have a potable water supply or waste stream that contains organic contaminants? And have you considered activated carbon as the ideal treatment, only to ultimately reject deep-bed activated carbon installations because of the cost?

Ecosorb filter precoat may be the answer for you.

These patented, carbon-containing precoat handle high flow rates, and can be utilized at reasonable cost for many temporary applications where a one-time cleanup of a contaminated water is required. Activated carbon in Ecosorb has an extremely high adsorption capacity, so Ecosorb can readily remove many types of organic compounds.

Ecosorb's unique composition makes it all possible. In an Ecosorb precoat, discrete particles of activated carbon are

SURGICAL TABLES REBUILT

Free Loaners
Available



Do you have an aging, worn-out surgical table that you haven't sent out for repair because you can't afford the OR down-time?

Call Medrecon today and we'll send you a *FREE loaner* you can use while we restore your table.

This way your operating room can stay in service *without interruption* while your table is being rebuilt.

Surgical tables rebuilt—at 1/4 the cost

The skilled craftsmen at Medrecon have 36 years experience making old OR tables healthy again.

For about one-fourth the cost of buying a new table, we'll rebuild your table and make it *as good as new*. And we guarantee the workmanship of your rebuilt table—*unconditionally—for one full year*.

Get the facts—FREE

For a free information kit on Medrecon's money-saving table restoration service... free facts on how you can *lease or purchase* a rebuilt table from Medrecon at savings of 50 percent... complete details on our full inventory of table accessories and hard-to-find parts... mail the coupon below.

Or, for an immediate solution to all your table problems, call us today toll-free: **1-800-526-4323** (in New Jersey, 201-789-2050).

BE DIRECT



GIVE TALKS

(The “Green Sheet Method”)

7 WAYS TO DOUBLE YOUR DIRECT MAIL RESPONSE— Yours FREE When You Act Now!

By ROBERT W. BLY, COPYWRITER

In 20+ years of writing copy for clients such as Phillips Publishing, Chemical Bank, IBM, TheStreet.com, and AOL, I'd have to be an idiot if I didn't assume at least some useful copywriting techniques and marketing strategies that can be helpful to you in your business.

Now I'm running the full-page ad in DM News to make 7 of the most useful of these resources available to you at no cost—in the hopes that they can boost your response rates, even if a soft economy has temporarily depressed your marketing results.

Here's what I want to send you, absolutely FREE—if you will let me.

1. FREE Copywriting Information Kit.

Not every package I write is a winner. But, if there's a good "fit" between my experience and background, and your product and market, there's an excellent chance my copy can beat your control 50% to 100% or more—as it has for so many of my clients.

For example, Capvogent Solutions was getting a 1 to 2% response to mailings for its CS/ALS application development tool. A simple wording change to the beginning of their sales letter increased response to 3%—more than double the control.

For Chubb Institute, a training firm, my copy doubled response to their appraiser ads.

And just listen to what some of my other clients are saying—

"Bob Bly, my marketing consultant, helped us produce over 8% response in less than 2 months after we started a marketing campaign, guaranteeing a 350% increase in revenue."

—SUELLA M. ANDERSON, COBBERSHILL PROPERTY SERVICES

"Your e-mail to promote Early 30 days paid double the response and drove 1/3 more the gross revenue of the control, with a 45% increase in average order size."

—LIS BRITTE, AUSA S&P

"The last four lines of your ad copy, scaled as an in-chemical engineering # was the highest inquiry generating ad in the magazine & won 100% of all pages and space."

—BO BIRNBAUM, RUSSELL & BIRNBAUM ASSOCIATES

For your FREE Copywriting Information Kit—including a client list, testimonials, fee schedule, biographical background, how-to articles, and more... complete and mail the coupon below.

2. FREE Details on My Copy Critique Service.

A Copy Critique provides an objective review of an ad, sales letter, brochure, or direct mail package. You can have me critique either an existing piece—or a draft of copy in progress. It's up to you.

When you order a Copy Critique, you get a written report of two or more single-spaced typed pages that analyze your copy in detail.

I tell you what's good about it and what works, what doesn't work, what should be changed... and how. My critique covers copy, design, strategy, and other. It also includes a specific checklist for revisions and rewriting, although I do not write or rewrite copy for you under this arrangement.

A Copy Critique is ideal for clients who want a "second opinion" on a piece of copy, or who need new ideas to inject life into an existing package that's no longer working. It also enables you to sample my services at far less cost than you'd pay to have me write your copy from scratch.

To request details on my Copy Critique Service, use the coupon below.

3. FREE Portfolio of Copywriting Samples.

What's working in direct mail today for my clients and me? Send for your FREE Sample Portfolio and find out.

Just let me know the type of copy you need (e.g., direct mail, ads, e-mail marketing, landing pages) and your product or industry (e.g., financial newsletters, software, banking), using the coupon below. I'll tailor a package of my writing samples that shows what I've done in your particular specialty.

4. FREE Audiocassette—"The World's Best-Kep Copywriting Secrets."

At a recent meeting, I gave a talk detailing my most powerful copywriting techniques—including The FAB Pyramid... The Motivating Sequence... The Secret of the Big Promise... The Secret of Abundant Proof... the BOP Formula... and more.

This audiocassette, titled *The World's Best-Kep Copywriting Secrets*, sells for \$15 on my Web site. Now this informative program is yours FREE when you complete and mail the reply coupon below.

5. FREE Special Report—"Recession-Proof Business Strategies."

Featured in the *Los Angeles Times*, *Nation's Business*, and dozens of other publications, this informative booklet gives you 14 proven strategies for turning up business and profits in a down economy.

Thousands of copies have been sold at the list price of \$7. But a copy is yours free, when you complete and mail the coupon below.

6. FREE Web Site Access.

You can see samples of my work, a client list, dozens of testimonials, a detailed bio, articles written by and about me, my books, and more. Visit www.bly.com now. And while you're there, don't forget to sign up for...

7. FREE e-zine—"Bob Bly's Direct Response Letter."

More than 60,000 people already subscribe to my monthly online newsletter, bringing them the latest copywriting tips, marketing advice, case

studies, marketing Web sites, and other valuable resources. To sign up for your free subscription, enter your e-mail address on the license page of www.bly.com. Or use the coupon below.

Can I help you beat your control?

As a direct marketer, you know that even a small increase in your response rates can significantly reduce your marketing costs while increasing your sales and profits.

My copywriting services... and the other resources described in this ad... have helped numerous direct marketers beat their controls and become more profitable.

Now, you can get the 7 resources listed above absolutely FREE. And if you act now, you may qualify for an 8th free resource...

8. FREE \$29.95 "Idiot's Guide to Direct Marketing" Book.

Thousands of direct marketers have profited from the advice in my latest book, *The Complete Idiot's Guide to Direct Marketing* (Alpha Books).

A \$29.95 value, a copy of this 350-page paperback is yours FREE when you let me to write copy, give you a copy critique, or consult with you within 60 days of publication of this ad.

It pays to respond today. Here's why...

From experience, I've learned that the best time to evaluate a copywriter and take a look at his work is before you need him, not when a pre-set deadline comes crashing around the corner. You want to feel comfortable about a writer and his capabilities in advance... so when a project does come up, you know who to call.

Why not write or phone today? I'll rush your free materials as soon as I hear from you.

5 easy ways to reply

1. Call Bob Bly today at 201-385-1220.

2. Complete and fax the coupon below to 201-385-1138.

3. E-mail Bob at robly@bly.com.

4. Go to www.bly.com, click on Contact, and complete and submit the online reply form. Mention this ad and any materials you want to receive.

5. Complete and mail the coupon below to Bob Bly, 22 E. Quackbush Avenue, Dumont, NJ 07628.

BOB BLY, a freelance copywriter specializing in direct marketing, is the author of 50 books including *The Copywriter's Handbook* (Harcourt Health) and *Internet Direct Mail* (NTC Business Books). He has written copy for more than 100 clients including Medical Economics, Local Technologies, Tempus, Franchise 500, Innovations Publishing, and PSE&C.

BOB, Please send me:

- FREE Copywriting Information Kit
 FREE facts on your Copy Critique service
 FREE Copywriting Sample Portfolio

My product or industry is:

Type of copy I need:

- Ads Direct mail Web pages E-mail
 Other (please describe):

- FREE audiocassette (#B31)—
 "Best-Kep Copywriting Secrets"

- FREE special report (#102)—
 "Recession-Proof Business Strategies"

- FREE e-zine subscription—
 "Bob Bly's Direct Response Letter"

- Call me to discuss a potential copywriting project. Best time to call:

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

E-mail _____

Requester's contact information

Mail to: Bob Bly, 22 E. Quackbush Avenue, Dumont, NJ 07628
 Phone: 201-385-1220, Fax: 201-385-1138, Web: www.bly.com, e-mail: robly@bly.com

WRITE ARTICLES & COLUMNS TRADE YOUR CONTENT FOR AD SPACE!

MOTIVATING SEQUENCE

- Attention
- Problem
- Solution
- Proof
- Action

Bob Bly
Copywriter/Consultant/Seminar Leader

22 East Quackenbush Avenue, Dumont, NJ 07628 • Phone: (201) 385-1220 • Fax: (201) 385-1138
e-mail: rbly@bly.com • website: www.bly.com

Dear Marketing Professional:

"It's hard to find a copywriter who can handle business-to-business, industrial, and high-tech accounts," a prospect told me over the phone today, "especially for brochures, direct mail, Web sites, and other long-copy assignments."

Do you have that same problem?

If so, please complete and mail the enclosed reply card and I'll send you a free information kit describing a service that can help.

As a freelance copywriter specializing in business-to-business marketing, I've written hundreds of successful ads, sales letters, direct mail packages, Web pages, e-mail marketing campaigns, brochures, data sheets, annual reports, feature articles, press releases, newsletters, and audiovisual scripts for clients all over the country.

But my information kit will give you the full story.

You'll receive a comprehensive "WELCOME" letter that tells all about my copywriting service -- who I work for, what I can do for you, how we can work together.

You'll also get my client list (I've written copy for more than 100 corporations and agencies) ... client testimonials ... biographical background ... samples of work I've done in your field ... a fee schedule listing what I charge for ads, brochures, and other assignments ... helpful article reprints on copywriting and marketing ... even an order form you can use to put me to work for you.

Whether you have an immediate project, a future need, or are just curious, I urge you to send for this information kit. It's free ... there's no obligation ... and you'll like having a proven copywriting resource on file -- someone you can call on whenever you need him.

From experience, I've learned that the best time to evaluate a copywriter and take a look at his work is before you need him, not when a project deadline comes crashing around the corner. You want to feel comfortable about a writer and his capabilities in advance ... so when a project does come up, you know who to call.

Why not mail back the reply card TODAY, while it is still handy? I'll rush your free information kit as soon as I hear from you.

Regards,



Bob Bly

P.S. Need an immediate quote on a copywriting project? Call me at (201) 385-1220. There is no charge for a cost estimate. And no obligation to buy.

1

2

3

4

5

CREATE A LEAD MACHINE

Bob Bly
Copywriter / Consultant / Seminar Leader

22 East Quackenbush Avenue
3rd floor
Dumont, NJ 07628

Bob:

- Please send more information on your copywriting services.
- Give me a call. I have an immediate project in mind. _____
(best time to call)
- Not interested right now. Try us again in _____
(month/year)

My industry is: _____
Please correct name and address if different than below.

Mr. Smith
123 Main Street
Anywhere, USA 12345

phone: _____

e-mail: _____

Bob Bly • Copywriter/Consultant/Seminar Leader • 22 E. Quackenbush Avenue, Dumont, NJ 07628

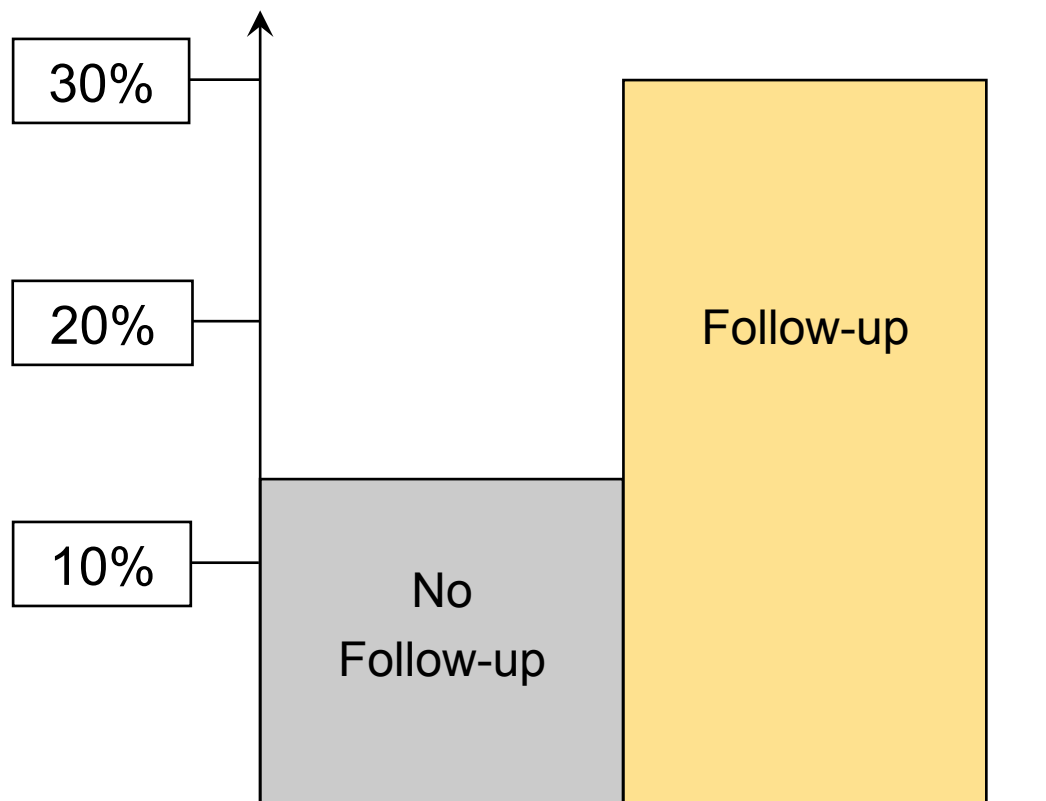
Type of copy I need:

- Ads
- Press releases
- Direct mail
- Brochures
- Newsletters
- Feature articles

PLACE
STAMP
HERE

Bob Bly
Copywriter/Consultant
22 East Quackenbush Avenue
Dumont, NJ 07628

Lead Conversion Rate



PERSISTENT FOLLOW-UP

1. Contact managed
2. Automated online
3. Clippings

HOW TO PROFIT FROM LINKEDIN

According to social media CONSULTANT Paul Gillin, here's what you should be doing on LinkedIn:

1. Make sure your LinkedIn Profile is up to date and tagged with the right key words.
2. Answer two questions in LinkedIn Groups or Answers every day.
3. Contact current and past colleagues and ask them to write recommendation for you – then return the favor.
4. Send a connection request to any current or past contact which might have value to you.

For more tips on how to market yourself with LinkedIn, please visit www.marketinglinked.com

Source: BtoB, 5/14/12 p. 6

HOW TO PROMOTE YOURSELF ON FACEBOOK

1. Customize your page tabs to be relevant for your business
2. Use Video and Events tabs to promote yourself. Speak at local libraries, businesses, or networking events or host a writing workshop. Post the event in an “Event” tab; then post the video of your presentation in your “Video” tab.
3. Run a contest using a “Contest” tab or pin-to-top post to keep it readily accessible for the duration of the contest. Be sure to check Facebook’s rules for contests since Facebook can remove your page if you violate the rules.
4. Create a “Free Report” tab and give away a free white paper or report that would be valuable to your fans or target audience.
5. “Like” your clients’ and fans’ business Pages and share their good news on your page.
6. Ask your clients for a Recommendation (not just a “Like”) on Facebook.
7. Ask Questions, take Polls, and conduct Surveys, especially if they suggest that the reader needs you. It will invite comments instead of just “likes”, increase engagement, and provide you with answers as to what your fans want.

MORE MARKETING METHODS

- Press Releases
- Reports
- Booklets
- E-books
- Referrals
- Letters to the Editor
- Teaching
- Audios
- Videos
- Panels
- Round Tables
- Networking
- Membership in Professional Organizations
- Advertising
- Committees
- Social Media

Thank You

Please ...

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Bob Bly

Copywriter, Internet strategist

Phone: (201) 505-9451

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www.bly.com/reports

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www.pinpointe.com/get-started

(408) 834-7577

Twitter: [@pinpointe](https://twitter.com/pinpointe)

Blog: www.pinpointe.com/blog