

ATTENTION: Business owners, entrepreneurs and marketing professionals...

**If You Think 'Copywriting' Is Only
About Words Strung Together
To Sell Your Product or Service...
Quite Frankly
You're *Wrong, Dead Wrong***

*But... if The COPY Doesn't Get Written,
Nothing Much Happens!!*

A Special Report by Raja Hireker
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Dear Profit Oriented Business Friend:

I've written this publication for a couple of reasons.

- 1.** Because of having to answer numerous questions about the reasons *why* copywriting, sales-copy and the whole marketing function is so important to the profits of a business.
- 2.** To help those business owners who need to utilise effective, direct response copywriting in their businesses.

I hope you find some personal and practical value in what you're about to read.

Let's get into it...

Imagine a business, located in the swankiest part of town. In fact, located, *anywhere*. Or, imagine a business that's run totally online.

Now if it's your business or venture we're talking about here, all the better.

That's because, what I'm about to tell you next will put a huge crack in your thinking about the *extraordinary value of the marketing and copywriting function... forever*.

It's a big bold claim. Let's see if it comes up trumps in this publication.

So imagine if you will, a great chunking bulldozer ploughing right through the heart of your business premises *and* reduces it to a mass of dusty rubble...

Or think about that killer virus romping through your customer database and software, mercilessly crippling your business and bringing it to its knees...

Or even, picture the hosting company you use, going belly-up, bankrupt and out of your life, forever...

What are your thoughts -- ***about your livelihood... about your future prosperity... the chaos all around you?***

Now, if you're like most, you'll mentally be throwing a fit, your hands swirling around in the air like a set of demented helicopter blades, all the while *believing everything is lost* and worse still, that's it's all *permanent*.

The striking truth is if the above happened, most business owners *really* would be in a TOTAL WIPOUT situation.

That's, **MOST** businesses. And, if you didn't realise it yet, it's NOT the bulldozer that has wiped them out; it was their **MINDS** that did it. It was the way they *thought* about what just happened!

However, what about the remainder of those businesses, the ones who are still *thriving and having a ball*... how did they manage to not only stay alive, but are prospering beyond most people's imaginations... *despite the rubble and chaos?*

Well, it's all to do with a particular *kind* of written communication they've got working in their businesses.

And that special kind of written communication is called...

Direct Response Copywriting.

What this particular kind of writing is all about is that it's all aimed to... *garner a response, a request for some information, the buying of a product or service, the raising of a hand for a specific reason.*

Let me point out that this kind of copywriting is in *direct contrast* to the *flashy* image, institutional kind of advertising we see everywhere, where the aim and intention is to cause awareness, importance and attention as to how great and wonderful the business or company *is...* (*as well as showing how 'great' and boastful the ad agency or marketing consultant, is*).

Another term for it is called... ***ego based advertising*** and has little to do with the prospect or customer receiving any kind of benefit whatsoever.

Now, I'm going to share some information with you about the two kinds of direct response '***COPY***' you really need to know about if you truly want your business to be *really really* profitable.

And, here they are...

- 1. Copy That *Sells***
- 2. Copy That *Keeps***

If you *get, internalise and practice* these two, seemingly magical business disciplines, you'll blaze a scorching trail in your business that'll leave your competitors scratching their heads, frantically searching for the answers to *your...* newfound success.

COPY that sells is the information you put in your sales letters, ads, emails, promotions, videos, brochures... everything you use that you want people to read, and then, to ultimately *buy* what you have to sell them.

COPY that keeps is the ongoing conversation (and it's copy that's written in a conversational tone) between you and your customers. It's what keeps them *bonded* to you. And, just like family, we can keep them with us forever, if we wanted to! (Now how profitable would that be for you over the lifespan of each customer!)

When you look at the two kinds of COPY, there doesn't seem too much to it if a business really wants to become prosperous – simply pay attention to the two kinds of *copy*, and then, to use them!

Sending a promotional piece, getting a customer, creating on-going communications to cultivate the relationship is fairly straightforward. It's *not* at all like rocket science or neurosurgery.

And, there's HUGE problem – most business owners and marketing based 'people' *skip doing all this necessary work* because they really do feel that it *is* all *too easy* – that it can be done later or without really thinking too much about it all, that keeping in touch with customers can *wait*.

And you want to know what *happens* to business owners, the solo entrepreneurs and even the huge mammoth companies who do NOT keep in regular touch?

Well, to illustrate this, let's revisit the scenario with the bulldozer; do you remember I said I'd tell you about those companies that strive and prosper *despite* the seemingly desperate circumstances they find themselves in?

You *do* remember? Good, because, the reason they're prospering whilst all the others are falling by the wayside is because of *one* KEY factor;

And that key factor is that **they simply know how to write** and communicate and keep in regular 'touch' with their clients, customers, prospects. AND, they're keeping in touch in variety of ways – newsletters, emails, ezines, blogs, articles, special reports, videos, tip of the week messages, faxes, tweets... you name it.

Importantly, they're doing it...

...Without Being Boring!

That's right.

You won't need me to tell you that the majority of the marketing and

advertising material we see flying around is *woefully weak, desperately dull and excruciatingly boring*.

Of course, that may not mean *you* and *your* business.

But listen, you're not out of the woods yet.

You see, it also means that if you're *not* communicating to your database of customers, client and prospects **at fairly regular intervals**, it means you're either somewhat bordering on the lazy, couldn't be bothered, don't totally understand the worth and lifetime value of your customers... *or*, you simply do not interact with them because... *you've nothing new, fresh or exciting to say!*

Now here's what's vitally important about that:

Those businesses having a warm, ongoing and sincere relationship with their prospects and customers, *can have their premises looted, their warehouses set on fire, their key personnel leave, their website crippled... and... still be the brightest business on the block!*

And that's entirely because of the *dedication and commitment* to creating **copy that keeps** customers clients and prospects engaged in an on-going conversation.

The reality is that customers and clients will stay with you through thick and thin *if* you systematically deliver *copy that keeps*. *And what that automatically leads me to say is...*

"Don't Wait for a Calamity to Happen!"

Frankly, you really don't have to wait for a calamity to strike in your business in order to see if you'll sink or swim, if your customers will stay or fray. My suggestion is that you start thinking really deeply about what you've read here regarding the two kinds of *direct response* copy you've been introduced to.

Now, in case you believe *copywriting* is *only* about words... *it's not!* In fact, if you really want to know why copywriting isn't *only* about words, then I'll let you savour this GIGANTIC secret...

**Super Copywriting is all About
Creating Assets, New Income Streams
and... Solving Problems!**

So... What About This Idea That Copywriting Creates *Assets*?

Well, just think about this for a moment;

You have a sales-letter or promotional marketing piece written and ready to send. And, when you send it to your most ideal clients, you find you get a certain percentage who'll respond to the promo piece... *every time*, like clockwork. And, each time you get that response, there's a certain percentage who'll *buy*.

Okay, let's look at that again.

Say you have a group of people whom you'd love to become clients of your business, practice or service. You send a particular letter out to them. It draws a response. Of those who responded, you get x clients who become fee paying customers or they buy your products, or whatever.

Now how did all this come about? What sparked all this activity?

Well, it's all come about because of what's written in *the letter*.

So, every time the letter or promo piece *runs* it produces cash, customers, profits... just like clockwork... it's *dependable, reliable, systematic*.

Yes. It's the **written sales message** that is the key.

Can you see it now?

The sales letter, and many other variations of it... are the **BIGGEST ASSETS** a business has, bar *none*.

And here's where it gets really interesting...

Imagine a number of these assets working for you in each area of your business needing promotional literature, advertising copy, words that influence?

I mean, the overall result and impact can be huge if you truly understand the sheer response power of effective, irresistible copywriting and how it creates business building assets.

Now as an example, and although I can't reveal the specifics due to confidentiality agreements prohibiting me from disclosing proprietary information about clients I'm currently working with, I was instrumental in making one of my clients just shy of £250K in less than 2 weeks, by creating a number of marketing assets in just *one* promotion:

The kinds of marketing assets created were --

- ❖ Special reports
- ❖ Video
- ❖ Audio
- ❖ Offline direct mail letters
- ❖ Online sales-letters
- ❖ Specific targeted email
- ❖ Postcards
- ❖ Physical CD mailing
- ❖ Use of Blogs and other social media

Now that's how YOU should be thinking about what fabulous copywriting *can do for you*.

I mentioned earlier about having your physical assets *bulldozed*. So what's left *after* the dust has settled?

Well, *nothing*... apart from a disbelieving and distraught business owner!

However, if you have your PROMOTIONAL ASSETS (all thanks to super sales writing and effective marketing skills), you can work out of a phone booth and *still* be extraordinarily successful!

I'm going to see if I can get you to consider another example about the power of promotional assets before this special report is done.

So Now, Let's Go Into How Copywriting And How The *Thinking Mindset* Of A Good Copywriter, Will Create Additional Income Streams For You

Do you have a business selling *one* kind of product?

Well, you'll have a hard time keeping the bill collectors away who'll be pounding on your door if you think that a *single* book or product can make you rich and wealthy.

Getting rich by selling one kind of product or service maybe a tough way to go for many. However, any copywriter worth their credentials and reputation (*and, you'll be hard pushed to find many*) will tell you that there are dozens of income streams that'll flow from ONE product!

Let me show you how true that is. And please follow along as this information is *priceless*.

I'm currently working on a project selling a number of product Franchises.

Now, by re-strategising and re-writing current sales-letter, there are now *several additional income streams* that **wouldn't have existed** if I didn't add my twisted marketing brain to it all :-)

Apart from the main franchise, I've created a **continuity programme** where buyers of the franchises (*and those also didn't buy*) will be given the opportunity to pay a monthly subscription for a programme I've conjured up out of thin air – where it's something which is directly relevant and appropriate to the subject matter.

I'm working towards creating an **informal VIP** meeting for all franchisees where they would meet and get to know each other, with a *soft sell promotion* being Incorporated into the event.

Also...

I've created a limited number coaching programme.

I've created a lucrative, enticing, irresistible partnership with franchisees.

I've created additional *add on* products.

I've suggested affiliate products and services to be incorporated.

Can you can see that...

-- All Of The Above, Generated Out Of ONE Product

-- All The Above Will Create Additional Income Streams

-- All The Above Will Need Effective Marketing and Compelling Sales Copy.

I hope you can see the profitable power of having the **right copywriting and strategic thinking brain** working for you working in your business.

Because...

It's the powerful difference in receiving the profit from the sale of just one product, or, **from an ongoing stream** of various, exciting extensions that continue to pay, over and over and over again!

Now let's take a look at your own PRODUCT AND SERVICES. Are you now able to see giant possibilities where previously, none existed... only because of what you've read here in this special report?

I hope so, because from now on, you'll be able to fully appreciate the correct *mindset and thinking* that's needed for super success, and... what super direct response copywriting can do for you. And, how choosing the *right* copywriter or marketing brain can be the same kind of difference between night and day!

And Finally, Let's See How Truly Effective Copywriting Can Solve Problems for You... Shall We?

You've heard the screams and pleas before. It goes like this:

- ❖ **"I've a warehouse full of stuff I've ordered and I can't shift them...HELP!"**
- ❖ "I've a load of returns from my customers and I don't know what to do...HELP!"
- ❖ **"I've just started a business and I've no clients... HELP!"**
- ❖ "I've a ton of customers and they're *leaving* me in droves... HELP!"
- ❖ **"I've a bunch of customers and I've nothing more to sell them... HELP!"**
- ❖ "I've spent a ton of money on advertising and I've no money left to get new customers... HELP!"
- ❖ **"I'm being forced to drop my prices and I'll soon go broke... HELP!"**

The list is endless.

Now, most business owners (*whether by panic, default or by careful thought*) create their particular version of a solution to each of the scenarios above (*and of course, most do nothing but simply throw their heads in their hands and act like they've been incapacitated, pole-axed or are the victims of some cruel hoax*).

However, the ACE cards coming to the rescue here, is nothing more than a bag full of ***proven marketing ideas*** all backed up with FABULOUS COPYWRITING.

Again, please hear this about what really good, effective, compelling copywriting is: ***it's about WHAT you say, HOW you say it and how you COMPEL and PERSUADE others to ACT.***

Make no mistake; ***champion copywriting*** just rules the roost.

And here's a VERY valuable insight –

**All The Top Gun Marketing Strategies,
All The Super Whiz Techno Gadgetry,
All The Expensive Software You Can Get Your
Hands on to *hopefully* Grow Your Business...
is ALL a **Giant Horrible Waste of Money**
if You've Poor, Weak, Limp Advertising Copy
in Place to Support it All**

It's troubling (*because of how much money IS actually wasted on the software and techno gadgetry*)... but true!

You've probably experienced it; the mind simply goes into turmoil when deciding over the thousand different tools, systems processes, software, charts, strategies, ideas... *and...* all from a thousand different vendors and providers, all telling us what to do, how to make our business and marketing processes *more smoother, more efficient, more reliable and more dependable.*

It's enough to drive you crazy.

But you know what; ***all of that pales into insignificance*** if there is - *to put it bluntly – inept, incompetent, crappy copywriting* at the end of all that *buying investment*.

Frankly, what's the use of a business owner investing significant amounts of *money, time, resources and energy* into the latest technological wizardry, when they're not maximizing that investment by using superior, compelling sales and advertising copy?

For example, many businesses have invested heavily in CRM technology and database software – (CRM - customer relationship management) but are utterly clueless in how to write and what to say to their clients and customers!

It simply doesn't make sense.

And we've all seen this happen with mega-goliath companies and those small and medium businesses where dense brained business owners (*or those responsible for the marketing aspects of their company or business*), *spend spend spend* and think nothing of the cost on some new, shiny, sparkly fandangle.

I mean, "***...it's technology so it's got to be good for our business...***"

Not entirely true!

However... **when it comes to integrating or implementing** the new software or *info-tech sensation* in order to help use it for *better* communications with their customers and clients, all one still finds is nothing much but *lifeless, damp, impersonal communication*.

What this then generally means is that...

New techno tool, software or gizmo fandangle
EQUALS
Huge financial waste!

However, no one is saying anything about it!

But look, there IS a **SOLUTION!**

And all it takes is a *mental shift*. And, a commitment to the process of bringing someone in to make this happen for you --

And so here's the shift...

**Copywriting & Marketing is THE Biggest (bar NONE)
Money Acquiring Function Any Business Owner MUST Have
Working for Them In Their Business;
There is *no* Higher Financial Payoff, NONE.**

Quite frankly, many business owners put a *low value rating* on the marketing and copywriting function for their business. Or let's say that they value the function, though, it's not high on the investment priority list when it comes to making money for the business.

However, the astute, savvy and switched on business owners (*and those who may now be converted because of what they read here in this publication*) treat the copywriting and marketing function of their business as... **the MOST IMPORTANT FUNCTION** in their business!

Now in whatever sized company, the smart set elevate the marketing department or marketing activities to the *top* of the **business function ladder**... where everyone knows and understands that they and their (job roles) *exist* only to help marketing sell *more* of the products and services.

Here's what that means:

Information technology exists to give the marketing department the necessary reports in order to monitor the effectiveness of the various strategies and tactics.

Accounting exists to ensure that sales and marketing have the financial capacity needed to acquire clients, create ongoing promotions and boost profits.

Human Resources exists to ensure the marketing department has the best talent available to carry out the sales and marketing function in order to increase profits

Legal exists to ensure that the marketing is as effective as possible and is within a legal framework.

If you've grasped what's been presented to you here, you too will realise the pure profitable power and the enormous value of what effective, direct response advertising and sales copy can mean for you in YOUR business.

Because...

Nothing Much Happens in a Business Where a Sale *Isn't* Made

For example:

Picture the glum salon owner, dressed in their finest, nose pressed up against their shop window glass, looking out, hoping, wishing, internally begging for a new customer to wander in. And all the while, there's silence in the salon, nothing going on apart from the stylists twiddling their thumbs, looking as blank and as glum as the nose pressed up against the glass. There's no water running to wash anyone's hair, no snip snip of the scissors, no blow dryers whirring, no "thank you come again soon", nothing is going on.

There's a lot of truth in that scenario for most businesses in most industries, online, offline, or both.

To put this into better **ONLINE** perspective, take a look at the image below. You'll see a number marketing elements that go towards creating an online business. And you'll notice that ALL require copywriting.



And not just the dry, ho-hum type copywriting you see *everywhere*. I'm talking about copywriting that **grabs attention... that helps make a sale... that creates a relationship... that fuels a business.**

So imagine if the business model above was YOUR BUSINESS and the copywriting DIDN'T GET DONE, what do you think would happen?

Well, we know the answer to that, *don't we?*

Nothing Great Happens if The Copy *Doesn't* Get Written!!

Okay, so to wrap up, let's quickly go back to the 3 main areas which effective copywriting is really all about:

1. *The creation of assets*
2. *The addition of various streams of income*
3. *The solving of problems*

You'll quickly see that armed with the above, a super agile, sharp thinking copywriter can do magical things when working in a client's business.

And... what about the copywriter who hasn't a clue about the above; what would *that* do to a business; what would the resulting profits and results, be?

Well, I'll leave you to work *that* one out for yourself! :-)

A Valuable Summary

My sincere wish was for this publication to clear up any myths or misconceptions you may have about the role and value of the advertising and direct response copywriting function in your business.

I sincerely hope it's done that.

Here's The Bottom Line:

You either owe it to yourself to get really really good at ***creating effective marketing strategies... developing a stream of super selling ideas...and... writing your own hyper effective direct response promotional materials... FAST.***

Or if you know that you're not going to be doing all of the above essential work, then it'll do you a world of good at getting *razor sharp* in spotting someone with proven competence and ability that can... get it done for you.

Warm thanks,



Raja Hireker

Big Idea Creator-Strategist-Direct Response Copywriter

A few words from those who know

"That letter you did... we are seeing conversions at 7.8%...."

It is like a train...I've never experienced anything like this in all my life. That letter...I'm just dumbfounded."

Isaac Jon - Ganston Reed Publishing

I am literally amazed at the creative head of Raja. As a professional Leadership Consultant, I thought I knew how to purposefully communicate ideas and innovation to potential clients. Raja took my expression to a whole new and inspiring level. His ideas are brilliant. I only have one warning. If you are afraid of growing your business and having the clients of your dreams you best side-step using him. Otherwise, you can be prepared to exponentially increasing your business and stare into the faces of your dream clients. This man is for real."

Stephen McGhee Leadership Consultant www.miracleleader.com

"If there was one copywriter and marketing mastermind I would rather keep under wraps and not share with anyone else it would be Raja. I would dearly love to keep him under 'lock and key' as a full time member of my team. In reality, that's just not possible. Raja's genuine enthusiasm for each project he becomes involved in is overwhelming. He truly ensures everything that can be done IS DONE in order for a promotion to pull its best response possible. One little change Raja put in place with my marketing copy doubled the conversion rate of my subscription website almost overnight. When you find a copywriter like that YOU'LL want to keep him quite too!"

Nick James - Entrepreneur & Million Pound Earner Via Internet & Mail Order (www.Nick-James.com)

"Raja, one letter you wrote for me put £26,000 into my bank account. I was dumfounded! There really is something in knowing how to write well and say it in a way that gets people to respond and give you money. If you have something to sell and you really want to sell it, you've really got to use Raja!

Sam Kern – Internet Consultant

"Raja knows more about the techniques of persuasion than nine out of ten copywriters. He has a winning style, great determination, huge enthusiasm and unusual ingenuity"

Drayton Bird - Author Commonsense Direct Marketing & Sales letters That Sell and Former International VP & Creative Director O&M Direct

"Raja is BRILLIANT! He has given me a ton of help and sound, practical advice. He is firing with ideas and strategies and is always focused to help you in your current situation and, moves you forward profitably, and with patience. I hang onto his every word and also can't wait for his emails and newsletters also. If you get the chance to work alongside him...GRAB IT!"

David Nickalls - Pro Infomedia

Raja, your ideas are exceptional. I'll be using them for a number of promotions I'm doing. Thanks! -

Troy White - Business Builder and Small Business Contributor to 'The Total Package'

Raja's simple copywriting style is magically effective and speaks direct to the reader. If you're looking to really connect with your clients and prospects through the written word, you'd be crazy not to hire this guy. I have used MANY copywriters and no one comes close to Raja.

Neil Asher - Managing Director - New Insights Life Coaching Ltd

"I had a 10 minute talk with Raja and he absolutely blew me away with the number of ideas he gave me to boost my profits in my business. He constantly asks question upon question to uncover the solutions to my problems. He really cared about me and my business and I would recommend him to anyone. He has one of the sharpest marketing minds I have ever met"

Hayden Sullivan – Marketer of Personal Care & Therapy Services

I'm in a business where I can't say too much. (nothing sleazy or anything like that!) But what I can say is that if it wasn't for Raja's creative thinking and copywriting, I don't know where I'd be today. He's helped put so much money in my pockets that I don't know how to thank him. Apart from that is, let him loose in my business and have him make even more money for me. If you want the same to happen for you, hire this guy and you'll see what I mean.

JSF – Creative Services

"Raja's copywriting and marketing, is magic and he has used them to great effect for us"

Jonathan Jay – Former MD of Europe's Largest Coaching & Training Organisation, The Coaching Academy

His copy writing skills are second to none, they are both creative and persuasive, I cannot recommend the services of Raja high enough. The stuff he wrote for me had me wanting to buy my own product! **Ivan Reynolds – marketer to the wedding sector**

"If you need fresh ideas, new ways to sell your products or services, super fresh marketing and copywriting, then you've got to check this guy out. Raja's worked on a number of secret projects for me and I'm pretty reluctant to let others know about him. His work is solid and his word is golden. Plus, he's just a really nice guy. I don't think you'll go wrong in having him help you out in your business".

Ron G Holland, author of Talk & Grow Rich and The Eureka! Enigma

"Raja, your writing (which is to say your heart and your soul when expressed) is so heartbreakingly powerful that I am beyond describing it anymore."

Steve Chandler - International Best Selling Author (*Story of YOU and Fearless, amongst others*) and World Class Coach and Corporate Trainer (www.SteveChandler.com)

Important note:

If you're genuinely looking for help and assistance in incorporating the information you've read here into your business, then, in the first instance, please get in touch with me to take my proprietary Copywriting/Marketing Assessment Audit. Contact details below. Thank you.

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