

Discover How To Drive Your Sales Letter Response Rate Through The Roof!

New Breakthrough Product for Copywriters Helps Increase the Power of Your Copy WITHOUT Changing a Single Word!

Dear Jim,

I don't know about you, but every day I try to out-do myself when it comes to increasing the response rate and effectiveness of my copywriting. I study all the "masters of copywriting" like John Caples, Gary Halbert, Eugene Schwartz, and of course Dan Kennedy and Bill Glazer. I try to apply all of their advice to my copywriting.

One particular strategy that I hear over and over again is the importance of personalizing and humanizing your copywriting. I just read one of Gary Halbert's newsletters from the 80's and he devoted a whole issue to the importance of making your sales letters, in particular, look as if you were sending them to a friend.

However it wasn't until I started seeing the sales letters from Kennedy-style marketers did I get it. I know you have seen the samples from Bill and Dan that contain all sort of handwriting and hand-drawn notes and "doodles." Talk about getting your attention. **I LOVE THIS STUFF!**

But there was a problem. After closely studying several examples, I learned two things:

1) The example was either a "one-off" - meaning that somebody actually handwrote the notes and doodles

or

2) The example was a mass, offset printed piece that contained no personalized information and had to be printed by a printer

Being a former engineer (and current tech geek), I wanted to figure out a way to get the effect of handwritten and hand-drawn notes and doodles (*WITHOUT HAVING TO DO THEM*) and be able to do the printing on my office laser printers. I racked my brain and tried a number of

Over please ▼

different experiments and tests, but could not figure out a simple way to do this...

... until my wife, Becky, suggested a simple little idea...

... and lo and behold IT WORKED!!!!

Immediately I was able to start adding a few little doodles to my sales letters and creating a whole new look to my letters. The kind of "custom-looking" letters Bill Glazer shows off during his talks.

The effect was amazing. I initially started using this technique for my IBA business. People started calling me and asking me how I created my letters and more importantly people started to respond in bigger numbers!

I then started to implement this into a few of my client projects using a few control pieces to see if my wife's idea made a difference there and again I saw a bump in response, from just ONE LITTLE (IMPORTANT)TWEAK!

So what did I do with this genius idea? Absolutely nothing. Until somebody asked me why I wasn't selling this idea. Talk about not seeing the forest through the trees. DUH!

Which is where you come in. I want to get some honest feedback from a few people I trust about what we are calling **CopyDoodles**.

Think of CopyDoodles as "specialized clipart" for copywriters created by copywriters. They are a quick and easy way for you to insert hand-crafted elements into your projects that add the effect of "my friend sent me this letter."

We have created hundreds of specific and known direct response words and phrases + a variety of shapes, callouts and various doodles for you to use. Literally save you hours upon hours of doing it yourself!!!

Please use the enclosed CopyDoodle samples and fill out the attached survey. Your feedback is important to me and as a small thank you, I will make sure I send you your own set of CopyDoodles.

I look forward to hearing from you.



Mike Capuzzi