

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

If You Think 'Copywriting' Is All 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!!

By Raja Hireker
Copywriter-Marketer-Idea Creator
www.RajaHireker.com



Dear Profit Oriented Business Friend:

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

- 1.** Because of having to answer numerous questions about 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.

So, let's get into it...

Imagine a business located in the swankiest part of town, or even, in the most non affluent of areas. Or even, imagine a business that's totally conducting business online. If it's your business we're talking about here, all the better.

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

Okay, so Imagine now, that a great chunking bulldozer ploughs 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 on things *now* -- ***about your livelihood... about your future prosperity... about the chaos all around you?***

You see, 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, *believing all is lost and 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.

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?

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

Direct Response Copywriting.

And, I'm going to share some information with you about the two kinds of 'COPY' you really need to know about if you're looking for 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 and frantically searching for the answers to *your newfound* success.

So what about the two types of Copy?

Well...

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 *buy* what you have to sell them.

And...

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 is that!*)

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

Anyway you look at it, sending a promotional piece, getting a customer, creating an on-going communication is straightforward and easy. It's really *not* at all like rocket science.

And, there's HUGE problem – most *skip doing all this* because they really do feel that this is all *too easy* – that keeping in touch is easy so we'll... "*do that later*". And so what generally happens because of it is the hunt for the new idea, the new concept, the new *anything*... just so to make business happen.

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, go back to the scenario above, I mean, right at the beginning 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?

Good, because, the reason they're prospering whilst all the others are falling by the wayside is because of *one* KEY thing;

And that key thing 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... you name it.

And, they're doing it...

...Without Being Boring!

That's right.

And you don't need me to tell you that a lot, a lot of the marketing and advertising material we see flying around is *woefully weak, deadly dull and excruciatingly boring.*

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 in fairly regular intervals, it means you're either somewhat lazy, you couldn't be bothered, you do not 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!

Here's what's important:

Businesses having an ongoing, warm 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 truth is, customers and clients will stay with you through thick and thin *if* you systematically deliver *copy that keeps*. *What that automatically leads me to say is...*

Don't Wait for a Calamity to Happen!

I think you're getting it now that 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.

I think you know deep down, the answer to that question already, *don't you?*

And yet, even though you and any other business owner reading this understands what I've just written here, there's ONE BIG restraining force looking to pull you down.

Do you know what that is?

Well, it's none other than our universal friends...

Mr and Mrs Procrastination!

They're lying in wait, desperate, looking to slow things down and throw you out of the game. And they will, if you stutter and splutter around for long enough.

Because this is how it all works –

You may sense there's something good for you and your business in this publication. You may even think that you're going to get to grips with this copywriting thing for your business; you may have all these marvelous plans working away that'll help ramp and boost your business.

But still... all through the six or seven minutes you may take to read this publication, the little **PROCRASTINATION GREMLIN** is working away in the back of your mind, trying its utmost to... **PULL YOU DOWN.**

That's right.

Just when you thought there was something you could get your teeth into, the roaming gremlin is staking out a plan to keep you from catapulting yourself from being *good...* to great.

But see... copywriting... isn't merely about words. *It's not.* If you really want to know what's *beyond* copywriting and words, then I'll let you in on a really GIGANTIC secret...

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

Now if the above is true, (*and it is; in just a minute I'll prove it to you*) then wouldn't you want to take that destructive gremlin by the throat and throttle the living daylights out of it – so then, you can begin to take this information more seriously, *more seriously than you've ever done before in your life?*

I really hope that's true.

You see, **the magic of life** depends on taking a few turns along a different road, the acquiring and absorbing of a new piece of information – some encapsulating phrase that sets the spirit alight, an old thought structured anew.

And that's what super copywriting can do for you; create magic in your life... *if you let it!*

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

Well, just think about it.

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

Okay, let's look at that again.

There's these group of people whom you want to, say, 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.

And, that's all come about because of what's written in... *the letter!*

So every time the letter is run, it produces cash, customers, profits... just like clockwork... *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 results can be huge if you understand the sheer response power of effective, irresistible copywriting and how it creates business building assets.

Although I can't reveal the specifics due to confidentiality agreements prohibiting me from disclosing proprietary information about clients I'm currently working with, including the client's name, 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 I 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 in the example about having your physical assets bulldozed. So then, 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 (your sales and 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* 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 up with the bill collectors 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 maybe a tough way to go for many. However, any copywriter worth their credentials (and, you really won't find many, *really*) 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 pay attention as this information is *pretty priceless*.

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

Now, on looking at the sales-letter, which I have re-written and re-worked the ideas, there are several income streams that wouldn't have existed if I didn't add my twisted brain to it all :)

Apart from the main franchise, I've **created a continuity programme** where

buyers of the franchises, and those WHO DID NOT BUY, will be given the opportunity to pay a monthly subscription for a programme I've conjured up out of thin air – 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 promotion being delivered through 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.

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!***

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?*

I hope so, because from now on, you'll be able to fully appreciate what the correct mindset and thinking and what super copywriting can do for you. And, you can see how the RIGHT copywriter or marketing brain can bring in the money for you - from a variety of sources.

And that can only happen by the exact way they *think, write and implement.*

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

You've heard the screams and pleas before, *haven't you?* 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 asked to drop my prices and I'll soon go broke... HELP!"**

And of course, the list is endless!

Now, most business owners will create their version of a solution to each of the scenarios above (*and of course, most do nothing or, simply throw their heads in their hands and act like they've been the victims of some cruel hoax*).

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

Again, hear this about what really good, effective, compelling copywriting is: ***it's about WHAT you say, HOW you say it and how you COMPEL others to act, based on creating sheer irresistible writing...***

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

And here's a valuable insight –

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

That's right...

You've probably experienced it; the mind simply freezes when looking 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* - ***crappy copywriting at the end of it all!***

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, glittery, spinning fandangle.

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

Oh dear!

However... **when it comes to integrating or implementing** the new techno fandangle 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*.

And this generally means...

**New techno tool, software or gizmo fandangle
equals
BIG heapum financial waste!**

But look, there's **A SOLUTION!**

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

And so here's the shift...

**Copywriting & Marketing is THE Biggest (bar NONE)
Money Getting Function Any Business Owner MUST Have
Working for Them In Their Business;
There is no Higher Financial Payoff, There Really Isn't**

Quite frankly, many business owners put a low low value on the marketing and copywriting function. They value it like *a hole in the head*.

It's true.

Okay, let's say it's not HIGH on their list of priorities in what brings in the money to the business.

However, astute, savvy and switched on business owners (*and those who may now be converted because of what they read here in this publication*) treat this part of their business like a treasure chest of riches.

And seriously, if you've understood what's been presented to you here, you too will realise the pure profitable power and the enormous value of effective, direct response advertising and sales copy 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 thinking copywriter can do magical things when working with a client's business.

And... what about the copywriter who hasn't a clue about the above?

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 copywriting function in your business.

I hope it's done that.

Here's The Bottom Line:

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

Or if you know that's not going to be you doing all that, **then it'll do you a world of good at getting razor sharp in spotting someone who can get it done for you.**

That is, if you want to take lovely chunks of profit put of your business, *time and time again...AND... have the time of your life enjoying it all!*

Warm thanks,



Raja Hireker

A few words from those who know

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 it's 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. (no, 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

Important note:

If you're 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. Contact details below. Thank you.

Contact Info:

Raja.hireker@gmail.com

www.RajaHireker.com

Phone: 44 (0) 7903 905 802