



# “Hey, I Wag My Tail Cos I Luv Ya”

*Woof!*

*Creating Personal  
& Business Friendship Communications,  
With Love*

*by Poochy Face Gus (With a little help from  
Cleo the Cat and Raja Hireker)*

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Hey, how are ya? Poochy Face Gus here.

Welcome to my patch.

Aw, go on, pull up a chair, a stool, the floor, can you stand!?

So look, I wag my tail cos I luv ya. Yeh, that's right. And look, I've hardly met you and I'm wagging my tail and pouring love all over you! I know, insane right?

Now I dunno if it's a world wide doggy thing, this infectious love thing that seems to be a big hit with all us dogs – well, except for those beastly mutts that look as if they've been spade smacked on their faces and have muscles bulging out like Popeye – but, lemme get over to that Woofipedia thing and check it all out.

Yep, it's confirmed. Most of us poochy types are unconditional love creators.

And do you know what I do, what I DO to become a love creator?

This'll get ya – all I do is wag my tail, slopping my love all over the place to the first person that'll give me attention, any person that'll give me attention! I mean, I don't need nothing much, right? Just someone to play with and someone who'll take care of me. That's all I need. Give me that and I'm a slobbering, tail wagging, puttyfied mess in your hands. (er, not *that* kind of putty mess, that's a VERY different story!)

And here's something else – us types *keep on loving*, no matter if we get the occasional flying slipper in our heads. (Er, something to do with that last bit of putty mess I talked about above. GULP!)

But here's what's really crazy about us pooches – we ain't afraid to show our mad love and affection. We're kinda open about that. Get this; I've seen a few poochy friends of mine wag their tails so hard cos they're so happy and in love with life... that it looks like they're going to take off like a helicopter!

**Okay, so what's it all got to do with all this marketing and writing jazz, what's up with that? I mean, all that loving and caring and tail wagging stuff, what's up with that and how does it all snap together?**

Well, let me tell ya that I'm not one to give you the full low down on how most written stuff out there really is looked upon, because, well, er, mostly... IT STINKS! Phoeee!!, And boy does it ever.

And I know those aren't exactly loving words coming out from me there but you'll see, I'll grow on you. And you'll come to like me. To love me... to adopt me... to make me part of your family... to leave me something (BIG!) in your will. Okay, maybe give me a delicious bone, or a hammock, or a ticket to Hawaii. Hey, go on, I'm easy to please.

Alright, so most of it doesn't stink, but it's all pretty close to that horrible pong. But why? Why can't written stuff be all loving and affectionate and open, like us dogs? It won't take much to do and there'll be a lot of happy people reading the stuff. And that could lead to a lot of other nice things – like sales and profits and stuff, cos people will just fall in love with it all. YEEHAA! Well, I think so, anyway. Oh man, I feel like rolling over and showing you my tum. Go on, gissa scratch. Aaaaah!

Now tell me if I'm wrong, I mean, you've seen all that official jargony stuff. And it's coming from most businesses you can think of. Tell me if you think this but it all looks like it's been written by an undertaker in a tight pair of pants. Am I right? Oh man, I'm now gonna have trouble sleeping tonight with all those visuals that'll be screaming & rushing about in my head! I think I'll stay up for a week!

Okay, so lemme share this example of what I'm talking about here when it comes to this writing and marketing thing. (And look, no one's gonna call you a fruit loop for taking a teeny bit of advice from a cute pooch, even though I didn't go to Poochpreneur Prep-school, 'kay!!? I mean c'mon, I'm just a pooch. Jeez!)

So get this. We get this salesy promo thing for a restaurant. Okay, so you're thinking that you don't sell food so this may not work for you or apply to you. Well, I've got one word for you – IT WILL, IT WILL, IT WILL, for whatever you're peddling, er, selling! (Okay, 2 words, multiplied 3 times. Oh, that makes six words! I'm cool at numbers, yeh?)

### **A Yawnful Letter Communication... Brought to Life!**

So this letter is all about this restaurant and how they've got good food and the surroundings are pleasant and there's a fabulous dining atmosphere and they have sophisticated chefs – Hey, not my big words there, nooo way. I'm just getting Cleo the cat here to dictate things from the advert! Hey, remember, I'm just a pooch. C'mon, can't do everything!) Okay, and then what follows is a stock standard menu list. No offers, no personality, no care, love or attention put into the effort. Um. B-O-R-I-N-G!

Now I tell ya, I know some sophisticated pooches, as well as some who are, let's say, dustbin scroungers, but the one thing they're all excited about is, LOVE! Okay, so don't get away from me here and make up your own story with things. Yikes! Let me get to things quickly before you DO start to make up stories.

Looky here, we all want to be cared for. Loved. Appreciated. (Yep, Cleo helped out on that one also!) So, let's write to everyone in *that* kind of language. The language of love!!! Of course, I'm a simple pooch so it all makes normal sense to me. So let me scrawl something out here.

“Dear good food lover, can we tempt you to come down to Cruso’s restaurant this week, especially if you’ve never been before? Why? Oh, only because we’ve prepared a number of mouthwatering delights for you. Delights that we think after you’ve finished wolfing them down, you’ll also want to pack and take some away with you! So what have we got lined up for you? You like meat? How about racks of lamb that just melt off the bone... sausages so plump and unbelievably delicious that you’ll never think about going anywhere else for them again, ... chicken, so wholesome, so flavoursome and so amazingly tender that you think your taste buds are playing tantalising tricks on you... mind blowing beef steak cooked to sizzling perfection that’ll make your knees wobble when you bite into your first huge sized helping...”

And let me give you a little about desserts and afters...

“Like fruits and desserts? Well, what if we said to you that we’ve got peaches so fresh and so uncontrollably juicy that you’ll have to eat them over the kitchen sink? Pears so succulent and so mesmerisingly sweet that you’ll think you’ve hand picked them yourself from the best pear tree on the planet. Ice cream so heavenly creamy and so deliciously melty that once you put the first spoonful into your mouth, you’ll want to lick the spoon clean! (Go on, no one’s watching!, oh, and we’ll give you the spoon to keep) Like your chocolate? How about mind-bogglingly delicious chocolates that’s so out of this world that it’ll seem like you’ve been cheated all your life. We’ve the ultimate chocolate seduction that’ll have you purring for more. Pure sinful pleasure. Aaahhh... divine!”

I would then go on to say something like..

“If you don’t agree that our food is the best, most delicious and the most lovingly prepared that you’ve ever eaten in this area, not only won’t you pay a single penny for it, we want you to come back and we’ll treat you to anything you want, on the house. We want to do what we can to have you fall in love with us, and, to keep on coming back, again and again and again.”

There. Some sort of difference to the first one above, eh? The second one is kind of personal and warm and dare I say, *loving*, in a *dog tail wagging* way? Yup, thought so too!

Look now, whatever you sell, or promote or anything like that, no matter what the product or service, you can do the same creation... like I’ve just done for you above– and I’m a pooch!



## The Secret Sauce to Creating Your Own Lovingly Good Written Communications

Now here's the simple secret to creating your own loving language for what you sell and promote – find out what *your* 'lambs and sausages and chicken and steaks and pears and peaches and ice-creams and chocolates'... find out what they are for your business, and, describe them in loving, caring, endearing & irresistible ways. That's all. It's true – most addy and marketing stuff UNSELLS the product or service. Oh dear! And it's a very costly, 'oh dear'!

Hmmm... now where can I find that Cruso's restaurant place? ((Hey – testing something out here – would YOU go to Cruso's if you received a mail like the one above?))

So is it true? Is it true that I'm quite barking mad or is most written marketing stuff out there impersonal, not friendly and not clear at all? Me thinks it makes us all want to grab 40 winks, right there and then. Hey, not a bad idea! Omigosh! – it's no wonder most people are walking around like in a hypnotised daze – they've been bored out of their brains with all this nonsensical marketing ballyhoo. (Hope you're not snoozing whilst reading this? You are! What? I think I'll have to send the spade faced Popeye mutts over to shake you up a bit... fast!)

So are you getting it now? NOT much of the written marketing communication we see, everywhere, gets a HIGH SCORE on the -- '*you speak to me like a person and I like how you make me feel and so I'm interested in what you are selling*' --scale. Not a lot of stuff out there like that.

And let me tell ya that there's lots of written stuff that comes across the desk and Internet here in the house, and it's mostly all the same mad gimmicky yawn. Suppose you get the same in your place, yeh? (Hey, don't you just love it, an Internet savvy pooch!) And yeh, I do sometimes peek to see what's come in, just in case it's a flat packed play buddy for me or something that's come wrapped up in a box from afar. Tuh. All boring stuff. And nothing for me, just a voucher for a dog spa retreat. Hey!!! That's MY mail!

Phew. I'm outa breath now – where's my bottled water? Where's my water bed? I need to lie down. Can you tell me a story? Please? And can it be about food? Lots of it?

Now I don't know if I've done the right thing here in sending you this little message, but I thought I'd let you get your sweet little eyeballs on what a loving piece of written communication with a dash of personality, looks like. And, what it can do to the person reading it. Er... YOU! Hey, has this done something to you inside? Made you laugh, smile, makes you want to contribute to the *Get Gus Gifts* program?

'Cos let's face it, you may not feel like that if I handed this writing project off for someone to do, maybe it'll get into the hands of some slick faced ad person or creative agency bod who'll no doubt rip it to shreds, mangle it beyond recognition, hand it back and say... *that'll be a zillion bucks please!* You been there? You getting me?

And yeah, you'd never thought a pooch like me could SAY recognition, let alone spell it! Now where's that doggie snack reward thing? Ah, yum. I dunno, do you think I'm eating a lot during this letter? Go on, tell Gus the truth cos if I am eating a lot, I think I'll cut back a bit, tomorrow. Okay, next week then. What, you feel sad for me? Okay, just for you, I'll cut back next year. There. Both of us are mad happy now. Hey, I like you. Wanna be my facebook friend? What, it takes up too much time? Yeh, you're right. Plus, my picture's not right. Got to get down to the Doggie Doc and get some stuff done. You know, awkward whisker growth. No. Not the docs. Mine. What? You feel sorry for me? Yeh, okay, a doggie snack'll fix it. Thanks. Two?

### A Little Help?

Hey, do you have a business? Big. Small. Medium. Just you? You use writing stuff to talk to others? What do you think – does it generally make 'em snooze, booze or choose what you're selling? Want some help in things? But remember, I'm a pooch, so you may get me, Cleo the Cat and the know nothing who just sits in the corner and fiddles with his toes, Raja Hireker. Nah, kidding. He's a good guy. Feeds me good and proper. Drop him a line. And tell him I sent ya. Cos if you do, he may gimme a prezzy or something.

Okay, my time's up. Gotta go. Can hear food being served. Hope you got something good from this. Cos you know, it ain't easy for a pooch to use a computer and paw away at this, especially as I'm now thinking of that spa, my slap up meal and having my tummy rubbed all evening.

Yup. I wag my tail cos I luv ya!

Woof



Poochy Face Gus

P.S If you think someone'll love receiving this little doc-u-letter (hey, just created a new word!) and they want to get a bit more personal and loving in their written and marketing stuff, do send it along to them. And hey, do send

me something to munch on. A nice fat juicy steak if you like. Okay, a medium sized one. No? Okay, I'll settle for a skinny one. Hmm..., okay, you're right, lemme forget it, cos what am I, Gus the Greedy Glutton or something? Hey, the bell's ringing for supper time. Oh, how I *love* those bells!

P.P.S And don't ask about the crazy get up you see me in. Okay, since you have, I've been selected to be Santa Dog, bearer of goodwill and gifts and all that – all year round! No wonder my food supply is getting low, I've been giving it all away. And I thought I'd been eating it all. Hey, spare me a biccy, please, won't ya? Two? A Nice pooch blanket? Some of that ice cream at Cruso's... Tuh, where's all the love gone? Bet Cleo's got it all. Grrr....

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**Okay okay, just a little bit about the '*fiddles-with-his-toe-in-the-corner*' guy!**

"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 ([DraytonBird.com](http://DraytonBird.com))**

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

**STEVE CHANDLER - International Best Selling Author (*Story of YOU and Fearless, amongst others*) and World Class Coach and Corporate Trainer ([SteveChandler.com](http://SteveChandler.com))**

"You are so fabulous, Raja. Your energy radiates through your words. I would feel I knew you even if it weren't actually true!! That's truly the gift of a great writer."

**RUTH THOMPSON - Leadership Consultant, Coach & Marketing Strategist**

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**

"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 ([Nick-James.com](http://Nick-James.com))**

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