

“So What On Earth Does a Strategic Marketing Consultant / Direct Response Copywriter Actually *Do*?”

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It's a really good question that you *must* get answers to and so I'm going to answer it in two parts.

The first part is what Strategic Marketing Consultant / Direct Response Copywriter does NOT do.

More accurately stated, what do I, *not do*.

And secondly, I'll tell you what I actually *do*.

What I don't do:

- I do not sit in an ivory tower, smoke funny stuff and come out with a winning Eureka idea and think that's the way to generate ideas and results. ([My blog will show you exactly HOW I think about REAL marketing, advertising and copywriting advice and instruction](#))
- I do not waste time, money or energy on silly nonsensical 'marketing advice and knowledge' and apply that to my client's businesses, ventures or ideas.
- I do not come up with pie in the sky ideas, slick cute jingles or catchy slogans and believe that constitutes being called a Strategic Marketing Consultant and Direct Response Copywriter. It doesn't. Not by a long way.

- I do not string together phrases and sentences that are out of context or are stitched together to create a warm fuzzy feeling, yet it fails to create a response, a sale, an activity in the recipient. (*I liken my marketing thinking and written copy work as a blend of Engineering, Science and Creative Copywriting*)
- I do not brag about certifications, swipe and borrow other people's marketing material and pass it off as my own.
- I do not believe I have all the answers to all the marketing problems and challenges you may have, though I AM curious and inquisitive enough to get the answers I need by becoming the detective I need to be on your behalf.
- I do not stretch plans and projects out in order to keep the project alive and charge more money for my work.
- I do not dilly dally and do not approach my work as if there's no deadlines or timelines to be met. If there are no deadlines, I'll create them and stick to them.

What I do:

- I take my 15 years of real world marketing, sales, business building and copywriting knowledge - acquired and learned from the best proponents and practitioners in the world - and apply and leverage those strategies, techniques and formulas to help your business be the most profitable it can be. ([This newsletter of mine](#) contains a wealth of information that'll be *extremely valuable* to you)
- I create marketing and business growth plans, strategies, ideas and campaigns, and assemble them together using hyper effective copywriting tools, techniques and language. ([Go here for various marketing strategies](#) I've employed for my past clients)
- I help create a ladder of products and services so ramping up the lifetime value worth of each customer to your business.

- I walk you through the exact steps when creating a launch, a promotion, a campaign, a series of communications. ([Go here for a list of market assets](#) I've created using effective direct response marketing and copywriting techniques)
- I focus on you and your business and do everything I can from a marketing, advertising, sales and copywriting angle to bring you the kind of energy, results and straightforward commitment you want and look for in a partner to help you grow your business.
- I help instil clarity, confidence, collaboration and a level of certainty and leadership in directing the marketing, advertising and copywriting function.
- I become that voice of sanity, challenge and unreasonableness your business needs if it wants to compete and thrive at the levels you want it to
- I help create assets, create additional profits centers and help you solve problems.

Who I've Done this Work For

I initially started out helping as many different kinds of businesses and entrepreneurs as I could. *(And will soon be focusing majority of my efforts on the Coaching, Education, Leadership and Training sectors)*

I've taught, trained and coached business owners and entrepreneurs the skills of direct response copywriting in a personal one to one setting, as well as in a workshop and seminar setting.

My private clients are in various industries – coaching, software, building, leadership, personal growth, information marketing, business education, electronics, consulting... and each require customised strategies and approaches to creating the results they want.

You can [see the kind of results I've helped my clients achieve](#) and read various comments my clients have to say about our relationship.

How Can I be of Use to You and Your Business?

No two business owners are the same. No two businesses are the same.

That's why if you're interested in a no strings, no commitment *tailored and customised* conversation to see how I might be of practical use to you and your business so I can help you grow, develop and prosper even more, then simply send me an email and tell me you've read this publication and you'd like us to talk.

Here's the email address to send your communication to:

raja.hireker@gmail.com

Thank you.



Raja Hireker

"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

"Raja knows more about the techniques of persuasion than nine out of ten copywriters. He has a winning style, great determination and unusual ingenuity." **DRAYTON BIRD - Author Commonsense Direct Marketing & Sales letters That Sell and Former International VP & Creative Director O&M Direct.**

"Raja has written all my sales letters and has had a good hand in all the email copy and strategy. His ideas are exceptional and his timeliness in creating the finished output is extremely high. Also, my consulting brainstorm sessions with him always generates high value ideas. His work has helped me bank tens of thousands of pounds and continues to do so"

S. Anwar - Provider of Educational products and services to Professionals financial, IT, energy and banking sectors.

"It's very rare that I give a testimonial but with Raja Hireker it's a totally different ball game and that's because of his advice, support, marketing knowhow and help. He has helped play a major part in 2 major business ventures where one has generated well in excess of £1million per year and the other in excess of £100k and rising. Whether it's working on the strategy, the Headlines, sales letters, constructing a webinar, email campaigns, in fact any type of marketing you need to bring the results in, then Raja is the man I recommend. There's also tremendous value you'll gain when sitting or speaking with him as whatever marketing or business problems or thoughts you have rolling around your head, he has a way to put it into simple terms and gives you incredibly practical answers and intelligent solutions to solve what needs to be solved. He is a massive asset to any business especially as a mentor and consultant and will make you feel that you are the only business he works with, which is a very unique talent. I honestly think you'll love working with him because of what he can do for you and who he is as a person." --
Neil Murphy -- Serial Entrepreneur in software, retention systems, Apps.

"Raja has been helping me for the last 2 years, and hopefully that's going to continue for many years to come. His help and assistance has been invaluable to me. I can honestly say that in our time together so far, I have had my mind impacted, expanded, reinvented. His business, communication, marketing & coaching insights (all brought to life through his ideas, concepts and strategies which he's able to formulate almost without thinking) has brought tangible benefits to me, financially, and, by increasing my own ability to think through problems and see opportunities with real clarity and purpose. He always has my best intentions at heart, always looking to see how he can help, how he can contribute, how he can serve me and my ambitions. For me, he's a brilliant strategic business mind, a marketing force, an extraordinary Mentor and Coach. He's a genuinely caring human being. Would I recommend Raja to help you and your business to grow and prosper? Absolutely. 100%. "

Sheila Rantor – Executive Coach

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