

LETTER HEAD

Mr A Name
Some Street
In a Town
In This County
Post Code

Increase the response rate of your sales and marketing by over 300%!

Yes it's true, it is easy for us to help you increase your sales – read on!

Poor sales and marketing response rates rarely have anything to do with your offer, but usually has **everything** to do with how you present that offer to your prospects.

Nine times out of ten it's the writing (or copy) that lets down most sales letters and advertising, they fail to get into the customers mind and sell on an emotional level.

ReadCopy are uniquely different from other small copywriting agencies!

For a limited period only, we are offering potential customers of ReadCopy the chance to increase the response rate of their sales and marketing literature at no risk! If our copywriting doesn't help you, then you pay us **nothing!**

Call us now on 07545 822072 or email us at hello@readcopy.com

ReadCopy are rightly proud of their achievements, over the years we have worked with many Blue Chip businesses in the UK, covering market segments from retail to telecoms, online to public sector, and these businesses have gained more and better business because of us.

We can offer you:

- First class letters, advertising, literature and webpages
- A **FREE** review of your current material
- Two creative heads for the price of one
- Copy that gives what you're selling a voice
- A cast iron guarantee!

In addition, for every webpage we create, we will also provide you with **FREE** advice on the Meta Tags that you need to use to help you get onto the first page of all the search engines.

Our limited period guarantee is only available to our next twenty clients, don't miss out on this great risk free opportunity and contact us now!

Here's to a great business future for you.

Andy and Debs

[Signatures]

PS: In case you missed the **BIG MESSAGE** here, not only will we review your current material for **FREE**, but we will also supply your next copywriting for **FREE** if we fail to generate more leads and interest than you currently do – but you must **contact us now!**

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