



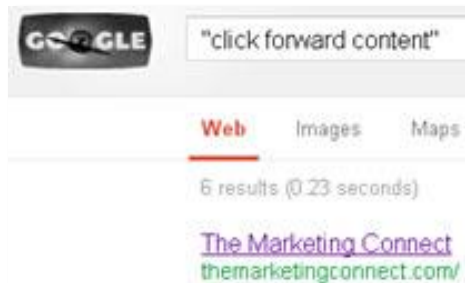
Copywriting services packet

For me, whatever project we undertake together, it's my mission to find new ways to help your business connect. That means successful promotions, of course. It also means following a strategic understanding of how to leverage those promotions to create the biggest return on your investment.

- Please see my [services page](#) for a more complete picture of how I work to do just that.

Get ready for your phone to start ringing

For your sales pages to be successful on the web, they have to be energetic, deeply personal, and ultimately, lead your readers to one undeniable conclusion. The only way to view your site is forward->forward->forward->. I coined the term "Click-Forward Content"™ as a way to say just that. Your content has to be



compelling. It has to be urgent. And it has to lead your visitor effortlessly through your sales message... because that is the only way that you can gain the traction that leads to conversions.

- Please see my [samples page](#) for proof of this persuasive writing style.

"His passion for his work, his creative mind, original thinking, and his ability to problem solve are echoed by his talent with the written word."

Laura Hill, Coronado School of Arts Director.

Great B2B content goes straight to the bottom line

My business experience has taught me that promotional development IS product development. Nowhere is this more important than in the tourism industry, because your customers actually want to be able to experience the benefits of your product or service before they actually sign up for your

services. That's why, as a copywriter, my entire focus is on helping you leverage your product development with your marketing plan, to create the biggest return on your investment. It doesn't make any sense to have a superior product or price if you aren't telling people about it.

- Please see my [clients and experiences page](#) for examples of how I've helped other businesses.

Give your business the profits of an international online sales funnel.



Many marketers don't realize how hard it is for businesses to find what they're looking for in all the noise. They mistakenly provide tons of information on their products and services, but they still aren't actively forging the connection that will lead to a sale. To cut through the noise, your site needs to

speak directly to your prospects in their own language. It needs to reach out to them and create a connection. This is where a "sales funnel" strategy can give you a huge advantage over your competition.

Let me show you how I can use persuasive copy to help your site:

1. Get attention – Drive traffic to your site in multiple ways.
2. Build trust – Make big promises that no one else is making and give them every proof that you can deliver.
3. Convert – Stay in front of people on a regular basis, while continually showing them how your products or services will change their lives for the better... all with an irresistible offer.
4. Deliver satisfaction – Give your customers a sense of support and confidence through your website and watch one time buyers turn into long-lasting relationships.

I can help your business to accomplish all of this. And, I can do it in native level Japanese or Spanish.

If you're curious to learn exactly how I could add these 4 elements to your current promotional materials, just give me a call and ask for one of my "[Copy Critiques](#)". It's a fast and inexpensive way to try my services without jumping into a full-fledged campaign. And it'll give you a clear picture of how I would approach your specific business.

"The day that I returned to the art gallery after leaving Jeremiah by himself so that I could run some errands and found 6... 7... 8 art pieces tagged and paid for, I knew that I had hired the right salesman for the job."

**Glen McNary,
The Coronado
Art Gallery**

Lessons I learned from promoting Madonna



I know how important it is for everything in your campaign to come together in one stunning and seamless presentation. I've learned this by doing numerous art shows of my own, opening businesses, publishing, and most notably when I helped with the national launch of the electronica magazine, "Revolution", featuring Madonna. There can't be any mistake when you're doing big things. That's why I make sure that whether you're coordinating a multi-segment email campaign or working to stay in front of your in-house list, I guarantee that work you receive for me will be absolutely perfect, every time.

- Please see my [system used page](#) to understand the writing influences and techniques that I bring to your promotions.

A team of experts on your side



I go the extra mile to make sure your promotion is the best it can be by working closely with a group of professional copywriters and supporting editors. Together, we test new techniques to increasing your open rate, share the latest trends in marketing, and continually critique each other's work in an effort to make every one of your promotions as powerful and revenue producing as possible.

That's why, when you work with me, you'll know that you're receiving, not only the smoothest, most flawless copy possible, but also – my very best work to date, every time.

- Please see my [pricing page](#) for rates, terms and FAQs.

Promotions that you can use for years to come

It's my aim to learn everything I can about your company, competition and your specific demographic market before I ever sit down to write. It's a lot of work, but I do it for a reason. I know that I'll only succeed in my promotion if you succeed. And that means making you more money from your marketing than you've ever seen before. This is my long term goal - because if I can do that, I know that we'll be working together for years to come. That's a win-win situation for both of us.

"Mr. Jeremiah Magone possesses fine character traits. He has always pursued his own path, excelled in what he set out to do, and carried through on assigned tasks."

**Tom Yamamoto,
Owner of Tom's
language school.**

- Please see my [biography page](#) to learn a little about the personality that I bring to your promotions.

Give me a call to talk about your next campaign... It doesn't cost you anything, and it may even help clarify your current marketing situation. Let me show you how persuasive copy can help make your business as profitable as it can be.

Sincerely,



Jeremiah Magone

Consulting copywriter at

The Marketing Connect

(619) 445 – 4319

jeremiah@themarketingconnect.com

[HOME](#)

[SERVICES](#)

[PRICING](#)

[EXPERIENCE](#)

[SAMPLES](#)

[TECHNIQUE](#)

[BIO](#)

[CONTACT](#)

Services page

Research confirms the age-old adage:

Repeat Business Is The Best Business.

You can grow your sales volume by **20%...**

Score **47%** larger purchases...

Cut your marketing budget by **1/3...**

As reported by
DemandGen report,
The Annuitas Group
and Forrester
Research, respectively.

All by simply deciding to focus on the customers that you already know.

Just ask yourself, **as an owner**, do you want to make one sale on one occasion or do you want spend a little extra effort to make sure that you see the same tourists (and their friends and family) come by your place again and again?

It's not a very tough choice... Which is why I take the approach of *lead nurturing* in every step of your promotions.

Of course I can...

But we can also!

Write direct response letters, brochures and other marketing materials.

- Send out a teaser auto-responder series to personally invite your customer base to check in on these new materials and offers.

Write your high impact sales pages to turn interested visitors into ready buyers, today!

- Make the headlines, big idea and your central promise just the right size to be converted into tweets. I'll even add a convenient button...

Give you a Video Sales Letter that works as well as any real life sales representative.

- Publish the content of that letter as an e-book. It can easily give you 10 pages of Google search results... and it provides a great opt-in piece.

Give you SEO friendly articles that will help you connect with your readers needs.

- Use the research that I do to write those articles as a chance to reach out to past customers to show them how much you care about service.

Write e-newsletters that establish you as an expert that people know, like and trust.

- Offer to exchange links with your readership at the bottom of your newsletter. Do some mini advertising for you community and watch it pay off!

Give me a call at (619) 445 – 4319 or drop me an [email](#) today and let me show you the results that *lead nurturing* can bring to your business.

[HOME](#)

[SERVICES](#)

[PRICING](#)

[EXPERIENCE](#)

[SAMPLES](#)

[TECHNIQUE](#)

[BIO](#)

[CONTACT](#)

Pricing page

This pricing sheet reflects estimates for various projects and is only valid for 90 days after receipt. For a complete price prospectus, please get in touch with me directly and I'll be happy to provide you with a tailored marketing plan to meet your business goals.

Service description	Fees
Video Sales Letter – 3 minutes.	\$575 – \$1,900 + 5% commission
Sales Letter	\$1,100 - \$4,950 + 5% commission
Website - home page	\$1,400 - \$2,600
Website - other pages	\$750 - \$875/page
Landing page	\$1,450 - \$2,250
Order device	\$825 - \$1,275
Microsite	\$2,250 - \$4,900
E-newsletter set up	\$2,500
E-newsletter monthly	\$650
Online ad	\$400 - \$600
Google Adwords placement	\$225 - \$300 A,B,C tests
Email, long copy – series of 5	\$1,800 - \$2,400 + 5% commission
Email, short copy – series of 5	\$1,075 - \$1,600 + 5¢ per click
Email, lead generation – 10	\$1,000 - \$1,400 + 2¢ per click
Direct mail package - mail order	\$4,750 - \$6,300 + 5¢ per mailing
Side-by-side ad package - house list	\$1,400 - \$3,500 + 5¢ per mailing
Membership renewal series	\$1,250 - \$2,000/letter
Self-mailer	\$1,750 - \$3,850
Postcard or double postcard	\$650 - \$1,025 + 2¢ per mailing
Brochure – 3 fold	\$755 - \$1,250/
Print ads	\$750 - \$2,500
Newsletter	\$400 - \$1,000/mailing
Feature story	\$850 - 1250

White paper	\$3,000 - \$3,700
Case Study	\$1,500 - \$1,750
Japanese / Spanish SEO meta text	\$50 - \$100/ page
Japanese translation services	\$150/page
Spanish translation services	\$75/ page
Japanese lead generation tweets – (20)	\$275
Spanish lead generation tweets – (20)	\$200
Copy critique	\$280 - \$840
SEO friendly articles	\$850 - \$1,000
Press Release (1-2 pages)	\$350 - \$700

Description of online copywriting services

Video Sales Letter —\$575 – \$1,900 + 5% commission

A long-copy sales letter in video form with pictures, music and native level narration, designed to sell a product or secure a reservation – ideal for hotels, malls, tourism boards, local shops and high-end tour programs. The equivalent of a 3 to 5-page sales letter.

Sales letter - \$1,100 — \$4,950 + 5% commission

A well-researched, targeted long-form sales letter designed to be the point of sale. Best applied to luxury goods, tours or time shares. Usually, a 6 to 10-page letter.

Web site home page — \$1,400 – \$2,600

This WordPress themed page sets up the whole feel for your website. Filled with function, content and eye-grabbing appeal, this page aims at effortlessly leading your readers through your sales message. An essential component for landing your tourism business “on the international itinerary”.

Short-copy landing page — \$750 - \$875/page

A simple landing page for a product or offer. Often used for hotels, cosmetics, or other online businesses. The online equivalent of a trade ad: headline, a few paragraphs of descriptive product copy, and order portion.

Long-copy landing page — \$1,450 - \$2,250

An abbreviated version of the microsite typically used for B2B offers and products that require less description (e.g. tour package deals, promotional offers). The online equivalent of a 2 to 4-page letter.

Order device (transaction page) — \$825 - \$1,275

Similar to a short-copy landing page but with even less descriptive product copy; a page designed primarily as an online reply form where the visitor can either order the product or (if lead generation) request a free white paper on your investment opportunity.

Microsite — \$2,250 - \$4,900

A long-copy dedicated web site designed to sell a product - such as a resort membership, vacation package or time share - directly. The online equivalent of a 6 to 8-page sales letter.

e-news letter set-up — \$2,500

The process of defining your business' voice, area of expertise, outlining the newsletter's monthly sections, sending out opt-in lead e-mails to your house list, and setting up the technical side of your mail service.

Monthly e-newsletter publishing — \$650

As a soft sell, 80% of each issue consists of useful information to your readership, in a likeable and expert tone with only 20% focusing on sales or promotional features. It's sharable, with social media buttons and forwarding features, and also links through to your website's archives. This is the email equivalent of a 2 to 2 ½-page blog post.

Online ad — \$400 - \$600

A 100-word classified ad to run in an e-zine and drive readers to a microsite or landing page.

Google adwords placement — \$225 - \$300 A,B,C tests

The placement and testing of short, key word-researched headlines within target areas, demographics and languages.

Long-copy email — \$1,800 - \$2,400 + 5% commission

An e-mail in response to an inquiry, designed to sell a product directly by driving the recipient to a landing page. The online equivalent of a 3 to 4-page sales letter.

Teaser e-mail — \$1,075 - \$1,600 + 5¢ per click

A short e-mail designed to drive the readers to a microsite or long-copy landing page where they can order your product or make a reservation. The online equivalent of a ½ to 2-page sales letter.

Lead-generation e-mail — 10 mails for \$1,000 - \$1,400

Similar to a teaser email, but with the purpose of driving you readers to a landing page or transaction page where they can request more information before making a purchase.

Online e-mail conversion series — \$1,000 - \$1,400

A series of follow-up e-mail messages sent via auto-responder, designed to convert an inquiry into a reservation for your hotel/tour or sale of your product.

Direct mail package – mail order — \$4,750 - \$6,300 + 5¢ per mailing

A package consisting of a main sales letter, personalized “lift note”, mini- advertisement “Buck slip”, an order device / reply card, all designed to sell a product or vacation package.

Side-by-side ad package, house list — \$1,400 – \$3,500 + 5¢ per mailing

A promotion specifically tailored to groups our tourism councils that are interested in attracting attention to a city area rather than focusing on any specific business or service. Up to 10 businesses can be highlighted in this 4-6 page sales letter.

Membership renewal series — \$1,250 - \$2,000 / letter

Used by clubs and hotels, this 2 to 3-page sales letter offers a premium to encourage repeat patronage.

Self-Mailer — \$1,750 - \$3,850

A self-mailer is any promotional piece that does not require an envelope. This is often used as marketing collateral at the front desk of hotels and stores, as well as for trade shows.

Print ads — \$750 - \$2,500

Development of an ad to be placed in a magazine or trade journal with a strong headline, lead, proof and call to action.

Newsletters — \$400 - \$1,000 / 1-3 pages

Promotions that showcase specific developments of a company or industry while offering actionable advice, best practices or lessons learned. Newsletters are also used as a launching pad for company initiatives and branding efforts.

White paper – \$3,000 - \$3,700

This is the perfect blend between a magazine article and a brochure. With this, you demonstrate your deep understanding of your prospect’s problems or desires, show how other options in the industry fail to achieve the results that they need – and highlight the fact that you can. This is also a very important weapon in any large scale bidding process. By setting the buying criteria early on, your company can effectively hold all other competitors to your high level of deliverables.

Case Study - \$1,500 - \$1,750

Studies show that case studies are the most important sales tools in the B2B world for producing quality leads. Not only do they demonstrate your track record and credibility, they provide a real example of proof behind your claims. The only thing that's left in the sales process then is the final push – to close.

SEO-friendly articles — \$850 - \$1,000

These are used to increase the value and search engine relevance of websites. While mostly informational, content must still have a persuasive call to action that involves your company's core product or area of service.

Japanese / Spanish SEO meta text — \$150 / page

Even though your page doesn't contain any text in Japanese or Spanish, this keyword-rich meta description in Japanese and/or Spanish sends your search results right to the top. This benefits international customers who can read English but generally plan their vacations online using their native language.

Japanese / Spanish translation services — \$75 - \$150 / page

Native level translations of your website's landing pages, order device, SEO articles or online ads. These are especially useful with international tour programs or mail order products such as cosmetics.

Japanese / Spanish lead generation tweets (10) — \$200 - \$275

Used to create external links to your site, tweets are personalized versions of headlines, the central promise of your product, service or location and key benefits of your business.

Copy critique — \$280 - \$840

This is ideal for clients who want a "second opinion" on a piece of copy, or who need new ideas to inject life into an existing package that's no longer working. This is a 1-2 page executive summary.

FAQs regarding pricing.

How do you handle payment?

- 50% of the fees are due upfront. After that, 25% is due at a mid-point which we agree on. And then, 25% is due upon completion. Copy critique fees are due 100%, upfront. And for e-newsletters, I ask for 3 months in advance.

What guarantee do you offer?

- I provide a 100% satisfaction guarantee. If you are unhappy with the work that I've done, for any reason, just let me know and I will revise the work up to 2 times within 30 days of the deadline in order to guarantee that you have exactly what you want.

What do these prices include?

- They cover: all of the research, 3 possible leads that you can choose from, the drafting process, presentation and approval, further editing, polishing, testing, revisions and, finally, your approval and / or up to 2 additional revisions (as long as they don't change the scope of the project and are assigned within 30 days of receipt of copy).
- Also, after I've completed your first package, if you are interested in doing an A/B split test - I offer a second package deal at 50% off the original price.

How do I hire you? What steps do we take?

- I have a very simple contract which explains all of the terms and expectations of my work, which I'll e-mail with my project prospectus. You can either sign it using DocuSign, or print it out and send it back to me. Then, as soon as I receive it, I'll begin work on your project right away.

What's the best way to reach you?

- Call me during business hours at (619) 445 – 4319 or drop me an [email](#). I'll give you a detailed answer to any question you may have within one business day.

I have a tight deadline. Can you get started right away?

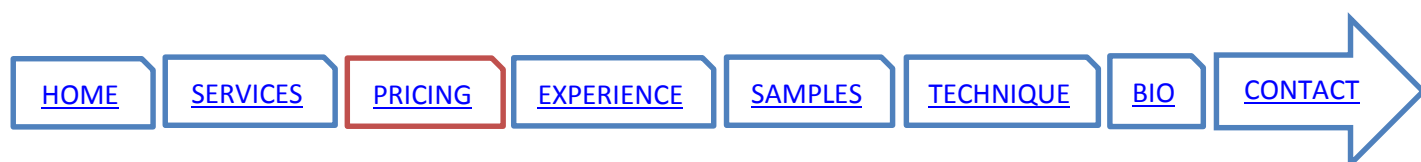
- Due to specific scheduling demands, I can't guarantee that every service listed on my pricing sheet is available at all times. However, after speaking with you and preparing a prospectus, I am certain that I will meet whatever deadline we agree upon.

Do you charge more for rush jobs?

- I don't do rush jobs for several reasons. Mainly, I know that if I'm not giving you a superior sales tool that will directly improve your bottom line, a rush job won't be doing either of us a favor. Just as my guarantee states – if you're not succeeding then I'm not succeeding. So, if you have a pressing deadline approaching, give me a call right away... before another day goes by, and I'll give you a clear yes or no on your project.

Additional terms?

- A signed agreement (provided by The Marketing Connect.com) is required for all jobs.
- For a royalty of 3% of gross sales, I can remain on call to make minor tweaks and updates to your copy, and provide new test versions, at no additional fee.
- Copywriting of major new tests and versions of a website is quoted separately.



Clients and Professional Experience Page

Berlitz – A worldwide provider of high quality English as a second language education.

California Sessions – Owner, a street vending business in Tokyo

Café 1134 – Various art exhibitions

Café Ivy – Music performances

Café Thomas Paine – Art exhibitions

Censured Sentient – Clothing design

Chez Loma – Art exhibitions

Club Milk – Art exhibition

Coronado Art Gallery – Sales of local artists and framing

Coronado Hardware – Sales and construction

COSA school of art. – Teaching painting, photography and portfolio presentation

Createspace.com – The publisher of my novel, “The Mechanics of Deceit”

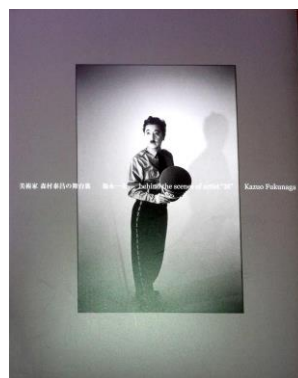
Denis Leudman – High-end architectural fabrication

Dr. Acevado, Eaton and Magone – Medical office

Eekokochi – Founding partner, Combination gallery, café and multi-use space

“A mature individual, Jeremiah is always looking to improve himself. He possesses a calm independence and a work ethic that enables him to work well with a team or individually. He is an unselfish, modest and creative individual, and I have thoroughly enjoyed working with him.”

Ashley Grainger, Shinjuku Berlitz instructional supervisor.



Fukunaga Kazuo - Photographer

G.K.A. – English instruction

Iwasaki Genki – Translation partner

Itozaki Kimio – Artist statement development

Koenji school of dental technology – English instruction

Moderno – Collaborations on various writing projects

Morimura Yasumasa – Editing for artists statement

Nagone Mitsuko – Artist “methodologies” statement

Nakamura Ayako – Artist statement

Nishi-Shinjuku art gallery – Art exhibition

Nova – English Instruction

One-Fifty-One – Team rider

Okuma Toshiyuki – Editing and English translation

Owada Ryo – Artist statement, editing

Photo Icon – Owner, photo printing and art gallery

Prope.com – Voice actor for “Real Ski Jump”, “Real Animals” and “Power of coin”

Revolution Magazine – Promotions and booking for nationwide tour

ShinSuiSha publishers – Editing and native check

Subciety – Messaging design



Suspereal clothing – Art and concept collaboration

The Bay Hill Tavern – Music events

The Blasthaus – Gallery assistant

The Dot-to-Dot program – Volunteer art teacher in Mexico

The Goldmine Group – Founder, copywriting circle

The Hexagon – A copywriting circle

The Marketing Connect – Owner, marketing opportunities for tourism businesses

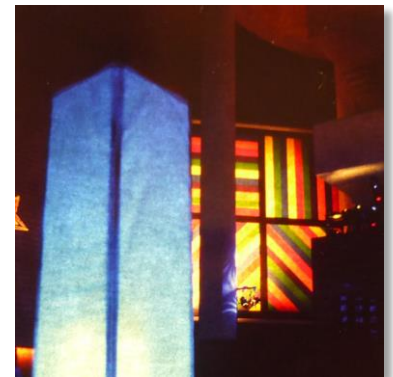
The Rack Room – An art storage facility

The Steven Clayton Art Gallery – Sales and framing of internationally known artists

The San Francisco Museum of Modern Art – Sol Lewitt exhibition collaboration

Tom’s language school – English instruction

University of Northern Iowa “Camp adventure” – Teenage sports camp in Germany

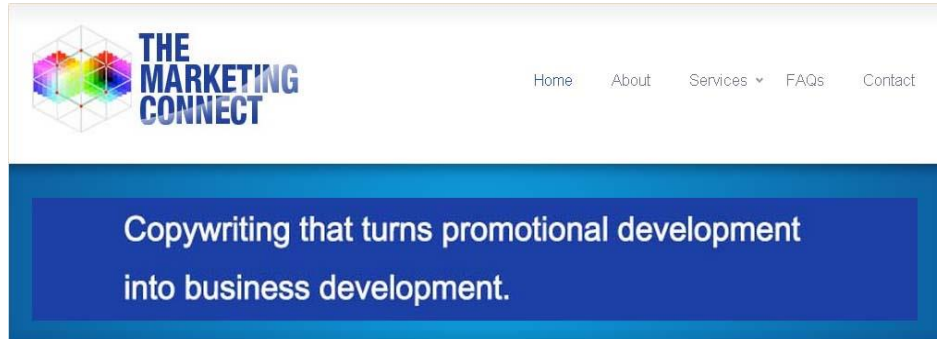


All of this experience has given me one fundamental advantage as a copywriter – the ability to understand a variety of people, relationships and cultures. I believe it’s this skill that helps me reach out to your audience, whoever they may be, in a very personal way and speak to them in a voice that is instantly recognizable and familiar. That’s how I can show your readers that your products or services are really meant for them. My promotions builds trust, respect and repeat business.



Samples page

[Webpage](#)

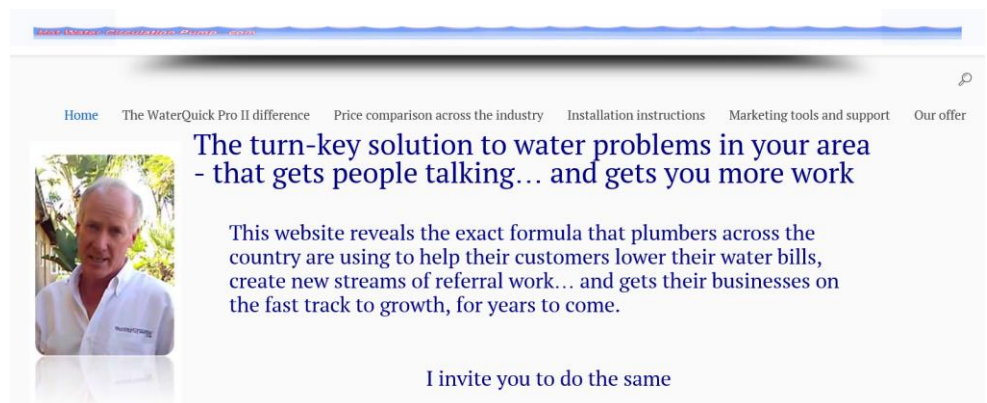


[B2C website](#)

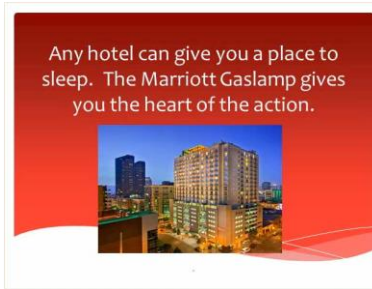
Over \$5K of product sold in the first month and a half



[B2B website](#)



[Video Sales letter and Video Blog](#)



**4 Asian Marketing secrets
every Hotel should know**

[Business proposal for financial education](#)

**Your child's financial independence
– the key to bringing your family together.**

[Auto-responder series for Japanese
customers](#)

Email for 1 time visitors

Dear ex. John Smith-Sama (You can use "customer" if you don't know the person's name)
Thank you for (A. visiting our store, B. staying at our hotel, C. enjoying our park, D. enjoying a beautiful evening at our venue, E. dining with us). We're getting more and more Japanese visitors these days and, to show our appreciation, we would like to give you a %%%off coupon for your next visit. If you post this coupon code through your social media, we will even double its value the next time you come in our doors. Just share your experience at our (A. store, B. hotel, C. park, D. venue, E. restaurant) friends, and show us that post the next time we see you. We're looking forward to serving you again!
Sincerely,

[Land Banking lead generation letter](#)

**Why so many average Japanese office workers are quietly investing
in "The California Countdown to 2020"...**

**Let us show you what they're so excited about... why this investment is set to take off...
and how you can use the very same strategy to retire in comfort in the next 7 – 10 years.**

Click [– Here –](#) for the live Japanese version

First page ranking for the term "land banking

**「いつ」、「どのように」退職するかを自分でコントロールする。
[2020年へのカリフォルニア・カウントダウン]**

ロスアンゼルスから丁度60マイル離れたところで、京都プログラムがどのように経済ブームとなったのか、...なぜその開発がスピードアップしているのか...そしてどのようにウォーレン・バフェット氏、グーグル社、近畿車輛や多くの投資家と並んで退職後の貯蓄を増やす事ができるのかをお教えしましょう。

安全でおかつ有利な方法で退職後の貯蓄をしたいとお考えなら、今がまさにベストなタイミングといえるでしょう。

Land Banking Email Marketing results for 3 different prospect lists, with a \$24 - \$36K+ product

Subject	Subscribers	Opens	Clicks
ation update - June 26th	21	42.9%	0.0%
ion update #9	143	43.4%	0.0%
ion Update June 25th	17	58.8%	5.9%
ion update - JUNE 23rd	21	23.8%	0.0%
ion update June 23rd	17	41.2%	0.0%
ion update June 20th	23	33.3%	0.0%
ion update #4 (copy 01)	17	58.8%	0.0%
ion update June 17th	17	47.1%	0.0%
r update - June 13th	18	50.0%	5.6%
r update, June 13th	143	36.4%	1.4%
ion update June 11th	18	55.6%	0.0%
ion update #7	144	36.8%	0.0%
ion update June	18	44.4%	0.0%
ion update #6	146	36.1%	6.9%
ion update #5	148	34.2%	0.0%
ion update #4	148	39.0%	0.0%
ion update #3	149	30.6%	0.0%
ion update #2	150	36.5%	0.0%

#1 "Don't gamble with your retirement savings."

#2 "How to buy low and sell high."

#3 "An investment with more growth potential... and less stress..."

#4 "The 3"S"-Strategy for avoiding another 2008 meltdown."

#5 "The myth of the rich and powerful: Debunked."

#6 "Showtime features Lancaster's solar revolution."

#7 "What investments mean to relationships."

#8 "I admit I was skeptical too..."

Travel incentive company Case Study



CASE HISTORY

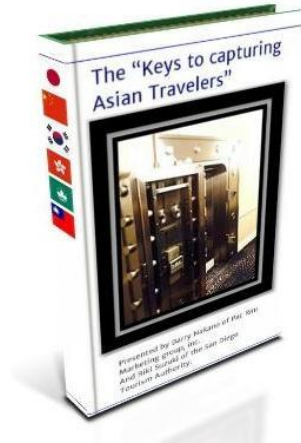


**A Major Automotive
Aftermarket Retailer**

Tell the IRS your company's next pleasure trip to the Caribbean is an "ordinary and necessary" business expense – and they'll hand you a 100% tax write off

Special report

Over 150 Opt-ins through LinkedIn



LinkedIn article

How safe is your child from a lifetime of debt?

June 11, 2014 | 1,299 | 73 | 14

Tweet 2 | Like 20 | +1 3 | Share 153



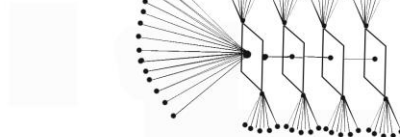
I'm annoyed.

It started in 1997 while I was helping art students prepare their portfolios as they were applying to universities.

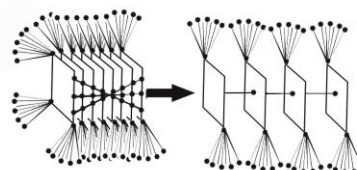
I was talking with them about how they were going to cover their student loans when they graduated and they looked at me as if I was speaking a foreign language.

SEO Formula

Old style



New style



Cons:

1. You don't refresh your front page often. Older information is listed farther down the line on Google.
2. People only find you if they are looking for an exact match in their search terms. Also, with words like, "travel discounts," or, "Exclusive discounts," it's very hard to compete with Expedia or any of the more established sites.

Pros:

1. Fresh, well connected content tells Google that this page is important. This is why Wikipedia is ranked so well.
2. It gives you the chance to prove your credibility, track record, big promise and guarantee in a non-salesy way.
3. It lets you rank for long tail phrases. I.e. "How can I save-money this summer?", "Where's the best place for vacation?"

Green technology promotion

Enjoy a new level of comfort at home – while you save thousands of gallons of water



It's 6 am. You step into the bathroom, shivering as you start to brush your teeth. Then you quickly get undressed and jump into a steaming hot shower. You put your head under the water and sigh. You didn't have to let it warm up... your perfectly hot shower is ready for you in 30 seconds or less, any time you need it.

Advertorial Headline

San Diegan Reveals FAST Water Saving Device to Combat Drought
Homeowners May Automatically Save up to 10,000 Gallons of Water a Year by Fixing Common Plumbing Problem

Monthly newsletter – Financial Futures



FINANCIAL FUTURES
The leading publication for parents and grandparents who want to help their children get ahead in life.

Advice and wisdom from industry leaders for our most precious asset - our children.

The multilingual advantage
All our pieces address that multilingual and ethnic diversity.

Special tips for young business in Japan

Thursday, August 26, 2010 Issue #1 To be published the first Friday of every month.

Give your children the multi-lingual advantage.
Parenting is a mixed bag of challenges and today, there are so many options for parents. How do you give your child the right without overdoing it and over-protecting them?

Welcome to our first issue!
I hope the summer has been going well for you. As for my family and we've been enjoying the beach, the sun, the sand and the blue water and getting a lot of exercise. When they come up from vacation, it's important to get them back on track.

My wife is excited to see the picture of the little family and the way, which just 20 months ago and now they're smiling. "Mission... accomplished!"

Writing technique page



Not many copywriters out there have received the high level of professional training provided by American Writers & Artists International (AWAI), yet this distinction is one thing that many of the most successful have in common.

Why?

- We understand “The Four Legged Stool” – a test to determine if your promotion has the Idea, Benefits, Track Record and Credibility it takes to become a successful promotion. Forget one of these and, just like a broken stool, your efforts are on shaky ground.
- We put “The 4 “U”s” into every headline and sub-head we write. This is especially crucial in our modern era of online marketing, because without quickly communicating your promotion’s Urgency, Useful promise, Unique qualities and Ultra-specific information within the first few seconds, chances are that your campaign will just look like spam.
- We understand “The Law of Transparency”, something which most commercials completely miss. However, just as an example of the ones that get it, look at car commercials. Think of the feelings that they evoke. That’s good copy, because they aren’t trying to sell the car itself. Successful copywriters will aim to sell the changes that it will bring to your life. After all, that’s the core emotion that your customers are really looking for. Which means, if you want to really get your prospects’ hearts racing, then your promotions had better understand this distinction as well.

We study “The Architecture of Persuasion” day in and day out. Just as every movie has an emotional structure, tying each scene together and building the momentum to a crescendo, so does every successful sales letter. In fact, AWAI’s 586 page program is dedicated to guiding copywriters through every step along the way. They have given me all of the research tools and proven formulas that I need to reach out and grab your prospects by the lapel.

Just think about the explosive effect that any one of these proven techniques could have on your sales.

Now ask yourself – why would you want to run your next promotion without them?

Many of these techniques that I mentioned above were, in fact, pioneered by members of AWAI's board of directors.

These include:

Bill Bonner - the founder and president of Agora Publishing, one of the world's most successful consumer newsletter publishers.

Bob Bly - an independent copywriter, consultant, and author of more than 70 books on copywriting and marketing.

Dan Kennedy - a copywriter for the past 30 years and one of the highest paid copywriters in the world.

Heather Lloyd-Martin - expert in SEO copywriting and considered one of the original pioneers in the industry.

Nick Osborne - online copywriter, author, and site optimization expert with over 25 years in the marketing industry.

Joshua Boswell - an online copywriting expert and secret weapon technology companies turn to for marketing success.

Mark Ford - has been directly involved in the generation of over one billions dollars of sales through the mail and online.

Rebecca Matter - Co-Managing Partner of AWAI and marketer with over 15 years of direct-response experience.

Paul Hollingshead - Co-Founder of AWAI, Paul leads a truly transformed life as one of today's most sought-after copywriters.

Katie Yeakle - Co-Founder and Executive Director of AWAI with over 20 years of direct marketing and publishing experience.

And many others...

Take advantage of AWAI's years of fine tuning

By studying these "Greats" day after day, I've learned to write in a style that is friendly and exciting. They've shown me how to keep your promotions from ever being confusing, unbelievable, boring or awkward... and how to make the benefits of your products or services really come to life. That's what makes AWAI different. And that's the huge advantage that their insight and experience can give to your campaign.

Get in touch with me today and let me show you, first hand, the amazing results that high impact copy can have on your bottom line.

What others are saying about AWAI

"A Copywriting Formula That's Proven Successful"

- Carline Anglade-Cole, Million-Dollar Copywriter, and copywriter chosen to promote Oprah's latest book

"Stars in the Copywriting World Have All Come from the AWAI Program"

Chris Marlow, The Copywriter's Coach

"I've Been Working With AWAI Copywriters for Eight Years Now. They Consistently Produce Direct Mail Winners for Me"

Deeba Jafri, Marketing Consultant

"Without Good Copywriters, We Don't Have a Business. When I'm Contacted By Someone Who Has Completed AWAI's Program, Believe Me, I Always Take Their Call."

Julia Guth, Executive Director of The Oxford Club

In Fact, Our Most Successful Promo Right Now Was Written By An AWAI-Trained Copywriter ... And We're Grateful."

Jennifer Stevens, Copywriter and Copy Chief for International Living

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[TECHNIQUE](#)

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Getting to know Jeremiah Magone

I've lived all over.

When my mother was studying to become a Doctor, we lived in a lot of different places across the country. Montana, Colorado, Seattle, Connecticut and finally San Diego. But that was just the beginning. I continued to travel on my own; living in Germany, Spain, Mexico, San Francisco, Japan, and just recently, returning to San Diego. I believe my experience traveling has given me one unique quality – the ability to understand and adjust to a multitude of cultures and attitudes. Nowhere is that skill more useful than when tailoring the voice of your promotion to really connect with your target audience.

I love a challenge.

From sport climbing to starting new businesses in America and Japan, I love to make something happen. That's why, for me, copywriting is such an interesting field to work in. I'm constantly learning new things, taking strategic steps to reach my goals and, most importantly, finishing what I start. There are always new opportunities out there; the important thing is what you do with the ones you've taken.

Doing business in Japan has changed my perspective.

For me, Japan was an MBA crash course in problem solving and networking. There, I was surrounded by friends who were business owners and high level professionals. They taught me so much by example. I absorbed their long term plans for business growth, the way that they used their buying power to leverage their market position and also, how they dealt with the downturn in business after 2008. Looking back now, I know that I was very fortunate. Japan has given me a lot... a great sense of responsibility and commitment when it comes to business, the thoroughness that's needed to maintain customer relationships, the patience to go with one approach until it really works and the judgment to adapt when it doesn't. These lessons mean that, when you work with me, I can almost guarantee that it won't feel like you've hired a freelancer – because I know that, to really build lasting relationships, we all have to succeed as one.



I've learned so much by being a teacher.

In my 8 years in Japan, I had the opportunity to learn a completely new form of teaching. These are the techniques and methods that have empowered an entire multi-million dollar industry of English education to meet the demands of a growing international market.

I can use these same techniques in your business as well. For example, if you need me to make a presentation to inform or gather input from your team – no sweat. I've done that thousands of times. Just give me a call and leave it to me. Public speaking is something I love.

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Call The Marketing Connect right away

Reach me at: (619) 445 – 4319

Drop me a mail: jeremiah@themarketingconnect.com

Or write me at: 5007 Milton St.

San Diego, Ca. 92110

I look forward to working with you in the very near future.



Sincerely,

A handwritten signature in cursive script that reads "J. Magone".

Jeremiah Magone

Consulting Copywriter

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