

***“The purpose of advertising is to sell. That is what the client is paying for and if that goal does not permeate every idea you get, every word you write, every picture you take, you are a phony and you ought to get out of the business.”***



Delivering outstanding copy and creative for direct marketing for over 30 years

## Andy's Creative Masterclass - Other Delegate Testimonials

**“** *I stood at the back of the milling crowd, craning my neck to see and hear, when you delivered your seminar on writing copy that sells at the NEC last Thursday. I have to say, I was spellbound by everything you said; here was someone - someone credible at that - who was echoing everything I've ever thought about copywriting.*

*It can be emotive. It should be emotive. Wow. It doesn't have to fit onto one page. Specifics sell. Etc, etc, etc. Thank you!*

*I thought Gummesson was God but now I've seen you in action, I might have to review that”.*

**Debbie Williams**

*“I had the pleasure of attending your Direct Mail Copywriting seminar at the recent direct marketing Show in London. It was the highlight of the show for me”.*

**Julie Roberts**

*“There are no "old truths" in writing Direct Mail, because the real truths in this art just can't get old. This turned to be finally evident for me whilst attending Andy Owen's wonderful session at The DM Show. After working 5 years as a copywriter and creative director and after many risky DM copywriting experiments done, it's refreshing to listen to Andy and think, Yes!, there are certain simple things you just can't miss.”.*

**Igon Baturin - Creative Director, Leo Express, Tallinn, Estonia**

*“Today I drove two and half hours just to hear you talk. I wasn't disappointed. It was great. I share your passion for copywriting and wish I could do it as well as you”.*

**Lance Tendall**

*“I so enjoyed your presentation at the CIM. I attend a lot of presentations in the course of my job, I just wished they all had your enthusiasm”.*

**Jenny Overy**

*“Interesting content, great presentation; the connection between lecturer and listeners was definitely made. That is how Andy's seminars work.”*

**Silva Piki**

*“You are one of a kind- you talk your walk AND walk your talk. I really enjoyed and learnt a lot from your valuable presentation - simply brilliant”*

**Don Gihantha**

*“Thank you for your presentation - it was a real eye opener”.*

**Thomas Lindeyer**

*“Andy Owen's Copywriting seminar was informative, enlightening and great fun. Andy spoke with flair and enthusiasm about a subject he obviously has a great knowledge of”.*

**Lindsey Moore**

*“A rather inspirational seminar. Thank you for sharing your wisdom”.*

**Emma Burton**

*“Thank you for a wonderful seminar”*

**Simon Perrin**

*“Words can hit the spot, with no help from any illustrations. Andy is number 1!”*

**Katja Bertok**

*“Saw your presentation at the DM fair today. It was the best thing there”.*

**Peter Blatcher**

*“I very much enjoyed your presentation at the DM show yesterday”.*

**Simon Anderson**

*“I saw your presentation at the DM Show and was very interested in what you had to say”.*

**Jody Saunders**

*“My colleague and I attended your seminar on “How to Write Letters That Sell” at the DM show in London. We found it really helpful”.*

**Sarah Lidster**

*“Really enjoyed your presentation at the DM show in London”.*

**Andrea Labo**

*“I saw your presentation at the DM fair and was very impressed. Would love to receive more of your articles”.*

**Nikki Toren**

*“I have just read your WNIA newsletters and I'm hooked”.*

**Sarah Davey**

*“I thought your talk was excellent and would really like to hear more of what you have to say on the topic”.*

**Jianjia Chan**



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