

“Our job is to sell our clients’ merchandise - not ourselves. Our job is to simplify, to tear away the unrelated, to pluck out the weeds that are smothering the product message.”



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

Andy's Creative Masterclass in Istanbul, Turkey

“ What the Organiser said...

“Andy; the global warrior of direct marketing!

Not only was his Creative Masterclass 1&2 full of vivid examples and brilliant ideas, but also his passion and energy remained in the mind of everyone in Istanbul...

The Turkish direct marketing Association was founded 2 years ago, and has a long way to go and many things to do. Andy gave us courage and hope on what we are doing. He is not only the first international guest of our association, but also a very good friend for us.

Thank you so much Andy, we look forward to meeting you again...”

Emine Pura Chief of Education Committee, Istanbul, Turkey



“ What the Delegates said...

“It was really detailed, enjoyable & fluent seminar, which made me have really great time and learn so many tricks.”

Anil Haksun

“It was a great opportunity to get the chance to attend Andy’s seminar. His energy, presentation skills, and impressive examples made it even more remarkable.”

Ebru Yacan

“Your presentation was very energetic and uncovered some interesting concepts plus remind other obvious, yet not enough repeated natural rules. Again, thank you for sharing your experience and dynamism”.

David



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