



# THE UNIQUE 'COPY CHIEF' CONCEPT

Have your copy improved,  
honed and perfected by a  
seasoned 'pro', for a  
fraction of the cost you  
might expect...

THE DIRECT MARKETING

## **GOLD DUST**

SERIES

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## At a time when copy is more important than ever, wouldn't it be great if you could ensure that yours is always top quality - for every challenge?

Well, you can. And, it's actually very simple. Let me explain...

Whichever way you look at it, the quality of copy around today, is extremely poor.

Whether it is for email, web pages, landing pages, social media posts, direct mail, door drops, SMS's, PPC and Facebook ads, blogs, print advertising, or anything else for that matter, the copy we see and have to suffer today, is simply not good enough.

Copy skills are at an all-time low. And, this comes at a time when copy has never been more important, as it's becoming more and more difficult to break through the defences of consumer and business targets.

Very few people who write copy these days, have been trained in the art of copywriting. Words don't seem to be important to the younger people in marketing today. Grammar, punctuation and spelling mistakes are everywhere you look. No one studies - and worse still - no one seems to care.

As we all know, it's words that do the selling. Not pretty pictures. So, it's vital that the copy we produce for any media challenge, is the very best it can be, at all times.

I'm talking here, about copy that *connects*. Copy that *engages* and *influences* the reader.

*Effective* copy. Copy that *SELLS*.

Does your copy do all that? If it does, you are very rich indeed - and you are in an extremely small select group in today's marketplace. So, I'm sorry to have bothered you.

If it doesn't do those things, then perhaps what I'm offering here, just might be of interest.

'*Copy Chief*' is a unique concept. I don't know of any other professional copywriter who is offering a service like this.

Effectively, I am guaranteeing you, the very finest and most effective copy for all your future marketing campaign challenges - at a fraction of the cost you might expect to pay.

It really is so simple. You write the copy. I make it better. *Much* better...

And, for peanuts, in the whole scheme of things. Here's how it could work for you...

You draft the copy – for any email, blog, social media post, sales letter, ad, DM pack, brochure, insert, door drop leaflet, SMS, web page, landing page – or anything else you need.

But, before any of that copy goes live, you send the draft(s) to me. And I review and improve the copy and delivery, ensuring it will work much harder for you. And for this service, we agree a fee that works for both of us.

I have no problem in giving you a one-off introductory price for a couple of initial examples, so you could see for yourself, the very real difference I would make to your campaigns.

That's because I have complete and total confidence that once you compare the copy, you will clearly see the immense value in what I am offering.

It's also because I should be writing for you - but, for some strange reason, I am not.

**...COPY CHIEF...PROFESSIONALLY WRITTEN COPY BY ANDY OWEN...COPY CHIEF...**



As you know, my copywriting credentials are impeccable and unrivalled. I have over 31 years' experience writing the very finest copy for [blue chip clients](#) in 3 continents.

I was inducted into the DMA Hall of Fame in 2015. There are only two of us in Europe. That's a pretty select club...

I really hope that you will visit [www.andyowencopyandcreative.com](http://www.andyowencopyandcreative.com) and have a look around. It's crammed full of information, examples of my work, articles, FREE marketing advice and downloads, client lists, testimonials - and so much more.

Please pay special attention to the [testimonials](#), which come from some of the most successful people our industry has ever produced.

What has been said about me, makes me understandably very proud.

But, if you want to know more, I am easily contactable - by email - [andyowen@aol.com](mailto:andyowen@aol.com) - or telephone - on **0121 778 6640 or 07774 894039**. Feel free to contact me anytime.

Let me finish by saying this.

I am aware that you will have someone already writing your copy. It might be you.

It might be your in-house team. Maybe an external copywriter. Or it might be your agency.

**Whoever it is, I am supremely confident that I can improve your copy - no matter who might be producing it - and I'm offering you a simple opportunity to let me prove it to you - at very little cost or gamble on your part.**

That's why this new *Copy Chief* concept has so many benefits for both of us. It gives you the opportunity to use a proven and seasoned pro to 'breathe' on your copy and make it much better, for a minimal cost on your part.

And, it gives me the opportunity of working with you. Which would be superb...

Anyway, have a think about it and, if you're interested, please get in touch with me and let's have a chat about how we might move forward together. Be great to hear from you.

With warm regards

*Andy is now recognised as one of the most influential direct marketers of his generation. He was inducted into the DMA Hall of Fame in February 2015.*

*Andy has been writing copy for over 31 years. He writes traditional and digital marketing campaigns, including emails, websites, landing pages, direct mail, social media posts, print ads, blogs, SMS's, PPC ads, brochures, radio scripts - and much, much more.*

*He is the author of a [two superb DVD's on copywriting](#), called 'How To Write Copy That Really Sells' and 'How To Use The Enormous Power Of Words', to make your sales letters connect, influence and sell" filmed at his sell-out Masterclass in Cape Town.*

*He is working on a new book to be published in 2019/20.*

Visit [www.andyowencopyandcreative.com](http://www.andyowencopyandcreative.com)

Have a look on this page, where you can download Andy's [FREE marketing advice and observations](#)

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