



THE UNIQUE 'COPY CHIEF' CONCEPT

Professionally-written
copy, for a fraction of the
cost you would expect



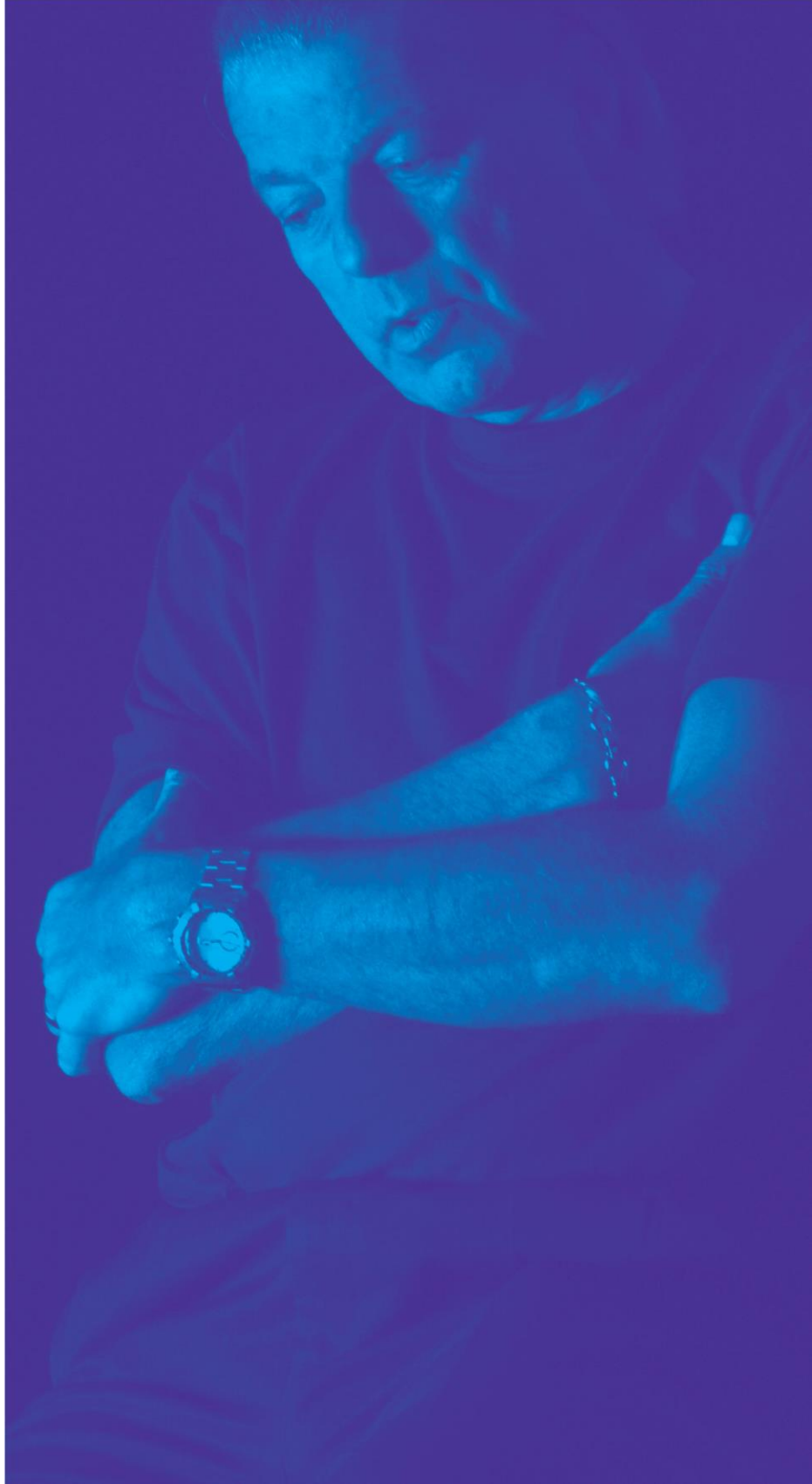
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How would you like to enjoy the very finest and most effective copy for all your campaign challenges, but for the very lowest cost...

Well, you can. Let me explain.

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

Whether it is for direct mail, email, web pages, landing pages, door drops, SMS's, PPC and Facebook Ads, Off the Page 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 it is becoming more and more difficult to break through the defences of consumer and business targets.

Copy is poor, because people have not been trained in the art of copywriting. No one studies anymore - and no one seems to care, either.

As we know, it's words that do the selling. Not pretty pictures. So, it's vital that the copy we produce, is the very best it can be. Copy that connects. Copy that engages and holds the reader.

And, above all, copy that SELLS.

Does your copy do all that? If it does, you are very rich indeed - and I'm sorry to have bothered you.

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

It 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 would expect.

It's so simple. You write the copy. I make it better. For peanuts, in the whole scheme of things.

Here's how it could work for you...

You produce all the copy – for your ads, emails, letters, DM packs, brochures, inserts, door drop leaflets, SMS's, web pages, landing pages – or anything else you need.

But, before that copy goes live, you send it to me. And I improve it and make it work much harder.

And for this service, you pay a monthly fee. The fee is set initially, based on the anticipated requirement. Normally, after the first 6-8 weeks, it can be reviewed, based on workload - and adjustments can be made at that point, to suit both parties.

You are guaranteed a result every time - and great value. This is because as you can be assured that the finest copy is always used in all your marketing collateral, but at a fraction of the cost of hiring me for each individual brief.

It's a simple concept, but extremely effective.

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



It's very flexible too. You could test it, by starting off small and you could see for yourself, the difference I would make - and the benefit you would enjoy.

My copywriting credentials are impeccable and unrivalled. I have over 31 years' experience writing copy for blue chip clients in 3 continents. I was inducted into the DMA Hall of Fame in 2015.

Just visit <http://www.andyowencopyandcreative.com/> and have a look around. It's crammed full of information, examples of my work, articles, free advice and downloads, client lists, testimonials and much, much more.

If you want to know more, I am easily contactable - by email - <mailto:andyowen@aol.com> - or telephone on **0121 778 6640**.

Let me finish by saying this. I will improve your copy. Without question. In the most unlikely event that I don't, I'll give you your money back. Also without question.

So, how can you lose? Surely it's something worth testing, at the very least?

If you're interested, please get in touch and let's have a chat about it.

I look forward to hearing from you soon.

With warm regards

*Andy Owen is MD of **Andy Owen Copy & Creative Ltd**, one of the most respected and experienced International direct marketing consultancies, specialising in all aspects of creative, copy and strategy for direct and digital marketing.*

Andy has been writing copy for 31 years. He writes traditional and digital marketing campaigns, including direct mail, sales letters, emails, SMS's, PPC ads, websites, brochures and much, much more.

He works with top clients in three continents and was inducted into the Direct Marketing Hall of Fame in February 2015.

Visit www.andyowencopyandcreative.com

Andy runs in-house copywriting training for companies of all types and also presents direct marketing Masterclasses, Workshops and Seminars all over the world. If you would like further information on these, or indeed any aspect of copywriting and creative for direct marketing, please contact Andy personally at andyowen@aol.com

*Also discover **Andy's FREE marketing advice and observations** at www.andyowencopyandcreative.com/marketingadvice.html*