

Tuesday, April 24, 2007

William D. Lacy,
BDK Computer Services
1214 Foxfield Road
Suite 300
Waxhaw, NC 28173



Dear Mr. Lacy,

That penny caught your eye didn't it...I mean, who attaches pennies to their mailings? *What if you did?* Would that catch anyone's eye?

Can I ask you something?

How Much Money Will You Lose This Year on Under-Achieving Advertising?

You know you have to advertise your computer business because there are so many other "look-alikes" out there who claim they do what you do.

You know you are unique, that you offer a better quality of service, but how do you get your prospects to know this? Do they really read yellow page ads or look at standard mailers?

My name is David McKee, and I am an "Advertising Copywriter". That is a fancy name for a guy who knows how to write ads that really pull in prospects and turn them into new customers. I have years of writing experience and know how to find your "Unique Selling Proposition"... even if you do not yet know what that is. (If you do know what a USP is, you are already way ahead of 90% of your competition!)

If you are going to spend your hard earned dollars on yellow page ads, newspaper promotions, or direct mail pieces, why would you also spend your precious time trying to write a good ad yourself when you are a business operator, not an ad copywriter? Or worse, pass your bullet points to some copyshop that does not understand, or care, about how your business works, but just wants your money? You already have too many balls up in the air...

Why did you go into business anyway? Was it not to make money?

I can help you do that.

- Do you know what makes your business unique amongst all the others out there?
- Do you know how to state this "USP" or Unique Selling Proposition in a few quick sentences when people ask you: "what it is that you do?" (ie: your "elevator pitch")

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- Do you ever wonder why some businesses seem to spend very modest amounts on advertising but seem to achieve awesome, sometime unbelievable results?
- Do you want to achieve profit results that continue to grow and grow?

Most businesses like yours have undiscovered gold-mines within them. What I mean by this is: your business has hidden assets that you are not leveraging because you are already too busy trying to run all the myriad aspects of it. I have a “business interview process” that uncovers these kinds of assets so that a powerful USP can be created that will position your business in such a way that it will stand out in the crowd.

After discovering your USP, I will create laser targeted advertising copy that will convert qualified prospects into happy, paying customers. No more shotgun advertising with a “shoot and pray” philosophy (which is really shoot and pay, and pay...and pay!).

Look, your time is so very valuable so I won't take up anymore of it: Here is what you will get:

- Advertising copy that really converts prospects into customers.
- Once you have purchased it the copy is yours: you can use it over and over without any continuing subscription, royalties, or other payment.
- There is never any restriction on how you use the sales copy, you own the “copyright”, it has your companies' name on it. You can change it and even claim you wrote it.
- You will discover unseen and hidden assets within your business that you can leverage to greatly increase your profits. This is not just a one time deal, but you will get a whole “mindset” on how to dig up unseen profit potentials.

There is simply no substitute for good advertising, whether that be by your current customers “word of mouth”, print advertising, web advertising, or direct mail.

Check out my website and get your free report: “Engineered Copy: How to Create Sales Copy that Works like a Precision Machine”. Check out my samples and other work. I can make you more money... that is the bottom line.

This is my guarantee: McKee Copywriting will work with you to create profit winning copy. If for any reason you have an issue with the copy you receive I will work with you to make it right at no extra charge. If for some reason, you

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are still not pleased with the result, you return the copy to me and pay nothing.
It's that simple; an honest guarantee.

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Again, thank you for your time.

P.S.: If you contact me about writing sales copy for you within 10 days of the date of this letter I will personally give you a 25% discount on any work I do for you!

P.P.S.: If you contact me anytime by phone, email, snail-mail, whatever... I'll send you my free report "Desperation Advertising: When Every Penny Must Count if I Want to Stay in Business", a \$17.00 value!