

FRANCISCO GARCIA INFORMATION PACKET



Copy-right

What your copy says matters...



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INTRODUCTION

Hello and thank you for your interest!

You likely requested this package because you need: Email autoresponders, upsell offers, Opt-in Forms, Website Content, White Papers, Case Studies, Content Marketing (tons of content and social media, articles, etc. B2B (business to business) copywriter who specializes in ERP, WMS oriented software industry. No doubt you are looking for someone who understands how to manage inventory systems and have the ability to account for inventory through a specialized software that is easy to use.

Whatever your reason for contacting me, you want to know more about me before you hire me to write for you. If we were sitting face to face, chatting in your office, you'd ask me questions. Let me try to answer a few of those questions right here...

Frequently Asked Questions

Q: Do you have experience in my field?

- A. Yes, my first job out of college was as a materials management specialist for the automotive industry. I had the opportunity to run the components crib, WIP (work in process) and physically expedite all customer orders in daily bases. Through my professional career I have collaborated as product engineer, territory manager and operations management.

Q. What kind of assignments do you handle?

- A. B2B email autoresponders, upsell offers, opt-in-Forms (free trial form) up to Website Content, White Papers, Case Studies, etc

Q. Do you offer consulting services?

- A. Yes, I do assist my clients with marketing consulting in several fields, such as: Web page content, promotions, email letters, blogging, etc.

Q. Speaking of money.... What does it cost to hire you for a project?

- A. For any copywriting assignment, just let me know what you have in mind and I will quote you a price. The attached "Schedule of Estimated Investment" gives typical prices for a variety of different projects."

Q. How long will it take you to write my copy?

- A. I like to have 2 to 4 weeks to complete a copywriting assignment. That gives me time to edit, revise, and polish until we are both happy with every word.

I realize there may be circumstances where you can't wait that long. So, if the job is a rush, please indicate the date by which you must receive the copy. Due to prior commitments, I may not be able to take on an urgent assignment. However, if I take the job, I guarantee that you will have the copy on your desk by the deadline.

Q. What happens if we want you to revise the copy?

- A. Just tell me what you want me to revise with some guidelines on what needs to be cut or added, and I will make the changes. There is no additional charge for rewriting. Revisions are included in the flat fee we have agreed to for the assignment, provided that they are assigned within 30 days of your receipt of the copy and are not based on a change in the assignment made after the copy has been submitted.

IF you are not 100% satisfied, I will revise the copy according to your specific guidelines at my expense.

Q. How do I order from you?

- A. Simply pick up the phone and call me at 713-292-0695. You can also email me at: francisco@copy-right.org . Let me know what you are looking for, and together we can come up with a solution that will suit your needs.

I look forward to hearing from you soon and in assisting you in growing your business.

Sincerely,

Francisco Garcia

WHAT OTHERS SAY ABOUT FRANCISCO

“Professionalism”

“I believe Francisco’s major strengths are as follows: calculated risk taker, respect for others, professionalism, resourcefulness and all of the above while exhibiting a joyful disposition regarding life and its challenges.”

Debora Pinto, Airport manager

“.. a genuine individual”

“The best strength I noticed about you and that makes you unique is coming off as a genuine individual which I believe helps you in developing strong and positive connections.”

Gustavo Delfin, Material Mgr.

“His ability to empower people.”

“Mr. Garcia has a unique approach to problem resolution and a talent to involve peers in arriving to win – win results. I have to say though, that one of my favorites qualities of Mr. Garcia is the ability to empower people around him to excel and do better. When no one else likes to claim responsibility of assisting, or taking charge of the problem, you can count on Mr Garcia to step up and lead.”

Jorge Olivera, Transmaq CFO

“has great people skills”

“Francisco is very smart, hardworking, and punctual.”

Silvia Chapa, Logistics Mgr.

“Partnership”

“Working with others to achieve the outcome in a humble way.”

Luis Espinoza, Territory Sales Mgr.

CLIENTS AND EXPERIENCE

American Writers & Artists Inc.

Premier Copywriting Training and Professional Development

General Motors

Top three automaker in the US

Volkswagen

Historic German automaker and icon in the US

Kromer's Products

World leader for 'Zero Gravity' tool balancers

Delco Remy

US leader of aftermarket automotive spare parts

Food Bank of the RGV

Fighting hunger, feeding hope.

General Electric

Electric power generator pioneer

Pfizer

Top 5 pharmaceutical innovator in the world

Freightliner Trucks

The largest manufacturer of heavy-duty trucks in North America

GETTING TO KNOW FRANCISCO

First things first

Monday morning in El Paso, TX in the middle of summer. The temperature was 92 degrees at 630 am. I was walking out of Rob's office. And I found out my role was to implement 'just-in-time' at plant 57. As the rookie of the team, I had no experience in manufacturing.

I was straight out of college and my task was to inventory the main crib of raw components. My second task was to apply the 5 'S' principle to our storage area. These set of tasks represented a real challenge to me as a 22-year-old graduate without experience. I had big dreams to become someone in the auto industry.

"OK my friend, breathe nice and easy and think what's the first thing that Rob wants to see?" I said to myself. "He wants my team and I to audit the inventory held in the main crib. He wants us to relocate all components in the following order: by part number, assign one location number for each part. He wants to have a visual system that matches reality. And reality matching the computer's inventory file. OK, don't stop breathing just yet. Otherwise buddy, you will not make it for mid-morning 'burrito break'."

"Right on, you can do it. Let's meet with the team of crib keepers or material techs level two."

What a dumb way to call: Efren, Mike and Chuy. But that's how corporate America works. They call real people, by their position's name. Oh, forget what corporate America socially accepted practices.

Sisco - "Hey guys I got the best burritos north of the border. Let's sit down and shoot the breeze."

Efren was the leader of the band. He right away put his hand in the bag and pulled one Jurassic burrito out. He sat at his desk and started eating. The rest followed as a pack.

Efren said, "Hey Sisco good job with breakfast! Tell us what's the meeting for? Is Rob ready to light some fire under us? After we missed the last shipment from Laurel MS?"

Sisco replied, "No man, relax. Everything is just fine. Let's enjoy the burrito first. Then let's talk business. First thing first, OK?"

Sisco continued, "Look guys. I am not going to bore you to death with what corporate suits want us to do. Because I don't think they are all in tune with us. Rob gave us the task to clean up the place. And set in order all components."

Sisco thought, Efren was the loudest and quick with his tongue. If I just convince him to do the first thing first. Our assignment could become as clear as day.

Efren said, "Are you trying to tell us that we are all disorganized? and don't have a clue what we have?"

Sisco came back, “No man that’s the last thing I am saying. We have to set the example for the rest of the plant. We need to become a lean operation. Have tight and simple set of controls. That will ease the way we work and service our internal customers.”

Efren calmed down. “OK Mr. Kanban what’s your plan? We have tried it in the past and nobody followed. We all got lost in translation. Between suits telling us things that they haven’t seen. And engineers that want a clean layout of heaven but never seen it themselves.”

Sisco said, “OK guys this is possible. If we believe in an easy formula. Let’s assign one-part number in one location. And one location for a part number.

Efren jumped in as an archer’s arrow. And tried to kill the dream before we put it to practice. “Impossible, we don’t have enough space! Really?”

Sisco said, “How do you know? Have you tried it already?”

Dead silence. Efren didn’t have a comeback. It was a surreal experience. Like he swallowed his tongue with the burrito he just ate. Mike and Chuy looked at him. They looked back to me. Their eyes said everything. They were stumped by Efren’s lack of response.

Sisco thinking - “I told myself. Relax, first thing first, let’s plan our work and the work our plan. Seize the moment”.

Sisco counter asked: “Guys let’s give it a chance we might be onto something”.

Sisco thinking - “I remembered Rob’s words ringing in my ears – ‘first thing first’. You audit the crib. and confirmed what you hold in stock. Secondly, you can relocate each part number in its place. This way, you will know what you have and what you are lacking to work that morning.”

Everything became a reality. After three weeks we have taken the first step. Now we know what we have, and how much at a simple glance. Rob was really proud of his plan. But above all, he was proud of his team. We are able to take the first step first without hesitation. We were doing the right move.

Double down!

It was 5:45 am. And we were ready to start another day. Assembling vacuum actuators for Abe in department 701. Abe was a middle age engineer, married and with two kids. He had big dreams of becoming a manufacturing manager. But he was stuck as a supervisor. His dreams were as big as his belly. But he hadn't hit the break in life that he was dreaming of. Until he volunteered to cut some fat in his assembly process. And change his assembly line into a 'U' cell.

He knew everything under the sun about his product. How many units his team can put out by the hour. Where the bottlenecks were. And how many cases would keep the "Hamtramck plant" running in Detroit. But he had one big question deep inside of him. Would becoming lean, mean and efficient would make his dreams come true? Or would his department become a simple area that anybody could operate? And he would become expendable? It is time to double down!

Well, we all were staring at the box of donuts, kolaches and coffee. Before turning on the vacuum actuator new layout, Abe looked at us and said, "Guys let's hit the donuts and enjoy the coffee. Because when 6:00 am comes we are not stopping until we finish with our first 2,000 units. Or 11:00 am comes around. That's lunch time. OK?"

3 donuts would not keep us running for 5 hours? Hell no! There is not much substance in 3 donuts. To have 20 cases ready before lunch. But that's what Abe wanted and that was our challenge. 5:59 am came in a blink of an eye and we hit the start button.

We started putting components together. We sonically welded them as the process stated. At the beginning we were not looking at the inventory stock next to each station. It always took too long to run out but this morning was different. Things were flying.

Liz jokingly told me, "Is it me or the donuts have a magical potion in them?"

"What are you talking about Liz?" I replied.

"Yes, Sisco, look at the boxes of casings. They are not lasting 16.5 minutes as usual."

"What do you mean?" I asked again.

Liz insisted: "at this rhythm we are going to run out of supplies in 10 minutes. We are going to have down time because we are going way too fast!"

I flagged Abe right away and alerted him of this potential problem. I thought he would be angry with me. Because we were not supplying enough material to keep his pet project running. And down time would derail his pace. Surprisingly, Abe smiled back at me and just told me. Keep up with the big dogs or go back to your kennel and whimper with your puppies. Because you guys cannot hang out with wolves yet! I called Efen right away. And told him to send the first material run to 701 and pronto. Chuy was there in a couple of minutes. And we had the 'U' cells replenished with casings again. Chuy looked at me like he just saw a ghost. What happened Sisco? You miscalculated Abe's needs! I said, yeah!

You are right. Abe is flying through components like there is not tomorrow. I instructed Chuy. Please lined up material ahead of schedule and check on us more often. We have to keep up. That's our challenge and we have to double down in order to meet it. No ifs and no buts. Got you covered, said Chuy. While he walked away with the last of my remaining donuts of the morning.

Needless to say, we have covered our goal way before lunch. We had 2,000 actuators by 955 am. One hour and five minutes ahead of schedule. We looked surprised but satisfied of our own pace. When Abe looked at the numbers and the cases ready to be sent back to shipping and receiving. He just smiled and said: Lunch time everybody! I want to see you all at 1045 ready to rock and roll. We were the first ones at the cafeteria and the first ones out of there.

1045 am came like a lightning bolt and we kept on trekking. After 3 hours and 45 minutes we had our 4,000 actuators for the day. And we had an hour left of manufacturing time to use. Abe just smiled and yelled keep on working until 330 pm comes around. Today is a new day. We have double down and we beat the house! We can ship out more product with the same number of people and at a lower cost. He could see a little light at the end of the tunnel. May be the gamble would really pay off after all. Finally, he would be sitting with a larger amount of chips. And he could challenge his boss for an opportunity to become manager himself.

Keep it simple Sir

Finally, Friday at 1040 am! Time for our weekly summary meeting for all plant staff. Rob was present and unusually excited about being in a meeting. Abe looked like he had a new baby boy that would balance out his 3 girls at home count and no ball player on deck. Both were salivating. They were ready to show off their accomplishments for the last 30 days of changing the status quo. 30 days of different results and big dreams for the future. For the rest of the team, it was business as usual. Same mumbo jumbo. Let's review results and get ready for lunch and then the weekend.

Don McGivern was the Operations Director. He was really hard to impress. He could find a hair in Kojak's head even after the barber was done with him. Nothing escaped him. Plus, he could not be easily impressed not even if you landed a Cessna Grand Caravan in the plant's parking lot. Hard to please.

Today was a different day. Rob had big results to impress 'Da man'. Material storage, inventory totals and flow had gone just perfect for 30 days straight. No down time because there is been shortages in inventory. Or delays on inventory shipments. Zero. Rob could not believe his reports. He never imagined that a simple zero, meant great news. Normally, zero meant big problems in the supply chain. Not today. Zero was the most beautiful number he could report. He knew Mr. Mac would be truly speechless.

On the other corner of the room, Abe has broken personal records in production. He was able to reach weekly goals in 3.5 days with zero defects. He had been able to fulfill is monthly goals of big line items in 3 weeks. And had a full week to supply spare part product to the secondary markets without over time nor shortages in orders. Both men had opposite numbers in size to report with equally amazing results. Mr. Mac would have his Christmas in July! Exactly when the auto industry's new model year starts. What a day.

Rob and Abe, just wanted to keep it simple. As Dennis the quality manager had suggested them to present results. Keep them simple sir! That's the new principle in manufacturing now a days or KISS as we so often call it. This dynamic duo had two minutes to dazzle Mr. Mac and they did it. Don could not believe his eyes. His jaw dropped all the way to the ground. Finally, he had an operation with so much potential that his annual bonus would be a reality. He and Ms. Mac could go on a cruise to Jamaica with his bonus. The presentations were a total success and just when everyone thought they could walk away victorious Mr. Mac asked. How can we transform the rest of the plant into a total example for the business unit? Rob being the senior interrupted Abe by saying: Keep it simple Sir! We have been looking for the silver bullet for years without luck. We always wanted a quick fix with a quick pill and such remedy is very elusive. The answer is to apply the KISS principle every day in everything we do in this plant and we would be a much different operation in 12 months. But the key is to have all departments at all levels buy into this simple principle. Mr. Mac just look at Rob and said and then? We can all go to Jamaica Sir. Mmmm! Keep it simple Sir. I think you guys finally are really on to something this time. I like it.

To Kaizen or not to Kaizen? That is the question.

Rob and Abe new perfectly well that the less travel road normally brings you good solid benefits. It is not a welcome approach by the masses. They needed to lead the effort to become the example for all departments to become lean and organized. At the same time, no one likes the idea of hanging their dirty laundry out in public. Don S. was the superintendent of manufacturing and he was a folk hero amongst his colleagues. He could meet any manufacturing goal by investing all of his resources into the fire. If the orders went up, he would hire more people and procure more material to make it. Was his approach efficient? No, not really. It was hard to account for. And harder to control in daily bases.

When Don heard the idea of implement Kaizen in his departments. He refused without hesitation. Why? Well kaizen required to document the before and after pictures of line layouts. The before and after pictures of messy inventory pile ups and clean, lean flows for just in time material flows. For anyone, Kaizen would have been a dream come true except for Don. He knew that he had a lot of cleaning to do. His areas needed to be redesigned and his team retrained. It was like a born-again experience. And Don was not looking forward to that experience.

Rob and Abe knew they needed to convince the 'muscle' of Mr. Mac to act on their behalf. Why? Because Don was the favorite employee of Mr. Mac and the key to implement Kaizen. Both amigos requested and got an appointment to talk to the man in charge. Mr. Mac again.

Mr. Mac sat quiet waiting for Rob's pitch. KISS (keep it simple sir), Rob whisper to himself. Well Mr. Mac we need to train all employees at all levels to identify what can be done better, where and when. The troops have learned through our training that smaller lots of material ran in shorter 'U' cells can generate big benefits. Just to name a few: free cash flow, reduce defects and quicker response times to external customers. Our challenge, convince Don S. that the way to go is to delegate power to the line operators and assistance to run their show. Take pictures of the process before they implemented their ideas. And take pictures after documenting their accomplishments. Mr. Mac knowing where this conversation was heading decided to ask the rhetorical question: What do you want me to do? I am on responsible for the area. Exactly Rob responded. But Don S. is. He needs to let his troops decide where they want to be in a year. Mr. Mac asked again. What do you want me to do? Just let Don know that Kaizen is the way to go. That after the adoption of a new way to do things he and his team will come out looking like heroes. We will do all the dirty work. And he will take full credit for the results. That simple, Mr. Mac asked. Yeap, that simple Rob and Abe responded.

Then we will Kaizen Don's area.

HOW I WRITE

Contact and Communications Policy

As we work together, it is important that we have fast and easy communication.

During our project, I am generally available Monday through Friday, from 9:00 am to 3:00 CST. By far the best way to reach me is through text messaging (713-292-0695) or email (francisco@copy-right.org). When I receive a message from you, I will endeavor to return your call at the earliest possible opportunity.

Discussing the Project and Questionnaire

To get started with a potential project, I will send you a complete Discovery Questionnaire. This will help both of us clearly define the scope of the project and ensure maximum results.

I will send you a link to the Questionnaire through Google Docs (or an MS Word file via email, if you prefer). Please return it to my attention as quickly as possible - for most clients that is between 1 and 3 business days.

After I receive the Discovery Questionnaire, I review and study your answers, plus any other applicable initial research needed. From there, I will outline a short Project Roadmap. This will save you time and help you see that I fully understand the project. It will also be the basis for our Launch Call.

3-10 days after I receive the Discovery answers, we will schedule a 20-minute Launch Call. During this call, we will discuss the Project Roadmap. I will listen to any additional directions and insights you have on the project.

Following that call, I will draft and send you an Agreement. If your legal team has an Agreement, we can use that instead.

Investment and Getting Started

The Agreement will contain all the specifics on what exactly I will deliver, including project deadlines. It will also list your investment for the project and terms of payment (Note: I require 50% of the project total to begin. Most of my clients prefer to pay by PayPal or Electronic Funds Transfer.)

Once we have both signed the Agreement, I will begin working on your copy as agreed.

Research

My research process is very comprehensive. I begin with a complete review of your website and any other materials you send me. From there, I will research the market, including your competitors. In some cases, I will ask to confer with your customer service team, past clients/customers, and different department heads.

As needed, I will reach out to you for additional details, product samples, and other resources.

You can be confident the I will quickly and effectively understand your product, your voice, and your customers' core emotional purchase drivers.

Collaboration

As we work on this project together, communication is critical. Some of my clients are very busy and prefer to hand off the project to me and review the first draft, with very little communication in between. Others like dealing with me on an almost daily basis and to be involved nearly every step of the way.

Which are you?

Please send me an email and let me know how often you'd like to communicate and what is the best way to reach out to you (i.e. email, phone, social media, text, etc. . . .)

One other point . . . I require that you assign me a single point of contact on your team. I will communicate directly with that person and they will deal with your other team members as needed to obtain information and approvals.

Finally, I STRONGLY encourage you to become familiar with Google Docs. I do all of my writing with this word processing tool. It allows us to track changes, comment, and collaborate in real time. It can be shared with various team members and the working document is always the current document - no need to worry about sending wrong files or things getting lost.

Review of First Drafts

Typically, you will receive the first draft in 10-14 business days, depending on the project size and scope.

When you receive the first draft, please review it carefully. Also, have any interested team members review it. The most important thing at this stage of the game is making sure that the tone, message, and offer are right. We will fine-tune during the second draft . . . and third draft, as needed.

Revisions

After you review the initial draft, it is likely that you will want some things changed. Please note those changes using the comment feature inside of Google Docs. You can also suggest changes using the Edit Mode feature, which I will enable when I share the document with you.

I will review all of your suggested changes within 24 hours of you submitting them to me. I will make my adjustments within 2-4 business days, depending on the breadth and complexity of your suggested changes.

In all cases, I recognize that these are your products (or services) and customers and will defer to you as much as possible.

Sometimes, there are cases where my clients make suggestions that I know will not work and could hurt profits. In those cases, you can expect me to be bold and direct in my feedback. When clients insist on changes that I feel will not work, I always recommend a simple A/B split test. Let the market vote.

Additional Reviews

After the first round of changes, there may be some additional fine-tuning needed. You can be confident that I will gladly work with you until you are delighted with the copy. In most cases, my clients find that one review volley is enough. When more are needed, it is usually just one or two and the process goes quickly. Typically, we can get to a final copy within 1-3 business days following your review of and commenting on the initial draft.

Final Approval

Once all revisions are complete, I will submit a final draft to you. At this point, you approve the copy by sending me an email stating that everything is ready for distribution.

Once I receive this final approval from you, I will invoice you for the remaining 50% of the project investment. The invoice will be due upon receipt. I will make every effort to be prompt in responding to your requests and assume that, as a professional, you will do the same with my invoices.

In most cases, the final copy is sent to a designer for formatting. I strongly encourage you to send me a PDF of the final version. I will double check that any graphical elements added by your design team enhance the copy and make it more effective.

If I see something that is distracting and that might hurt your response rates, I will be direct in letting you know. If requested, I will be happy to work with your design team to make any changes needed to ensure that the end version is as effective as possible.

Transition to New Projects

Once the project is complete, I provide all of my clients with a complimentary follow-up consultation. We spend a few minutes on the phone and discuss what went well and where improvements could be made.

We review the Discovery Questionnaire and discuss additional ways to uncover new profits. Where appropriate, we map out a new project to ensure that you continue to have excellent copy that meets your goals and grows your business.

SERVICES AND INVESTMENT CHART

SERVICE DESCRIPTION	ESTIMATED INVESTMENT
Website – home page	\$ 1,500 - \$ 3,500
Website – other pages	\$ 750 - \$ 1,250/page
Email, short copy	\$ 250 - \$ 2,000
Email, long copy	\$750 - \$ 3,500
Email Autoresponders (Series)	\$150 - \$ 1,000/email
Landing page	\$ 950 - \$ 3,000
Site Audits	\$ 1,000 - \$ 2,500
Blog Post (depending on length)	\$ 100 - \$ 800/post
PPC Ads with Keyword Research	\$ 75 – \$ 350/ad
Social Media set-up	\$ 500/network
Social Media post and monitor/manage feeds (1-2 hours/day, 5 days a week)	\$ 1,000/month
Copy critique	\$ 400 - \$ 1,200
Marketing Strategy and Planning	\$ 100 - \$ 150 hour
Case Study	\$ 1,200 - \$ 2,000
White Paper	\$ 2,000 - \$ 7,500
Newsletter	\$ 600 - \$ 1,500/page
Article or Advertorial	\$ 1.00 - \$ 1.50/word
Press Release (1-2 pages)	\$ 500 - \$ 1,000
Long copy sales letter	\$ 3,000 - \$ 5,000

This schedule is an estimation and may vary depending on the size of the project and how much research is involved. My services are not limited to this chart, but it can serve as a guideline for those not listed.

WRITING SAMPLES

Sample 1: Got fairways?

“Tall grass feeds the cattle”

Stop becoming your foursome diner main course. Make the switch that will help you hit more fairways and it will make you look like a Pro in front of your buddies.

“Tired of picking up the tap at the 19th hole”

Stop working overtime to pay your golf buddies drinks and snacks... make the change. You can do it.

“Golf was meant to be played in the shorter grass”

The longer you play from the shorter grass, the more relaxed you will be on the green.

“Always hit the fairways”

You have heard that playing from the fairways will help you improve your chances to lower your scores.

“Club down and hit longer!”

Finally, we have the driver that plays like a 3 wood and it makes you look and hit like a PRO.

“Play smarter not harder”

Tiger always club down to keep it on the fairway to be the leader of the pack. Why you don't do the same? It is easy.

“It is not a dream no more”

There is a driver that looks like a 3-wood and feels like a 3-wood but it hits like a driver.

“Let the big dog eat”

Now you can be the hotdog of your foursome. You can hit 20 to 30 yards longer without sacrificing accuracy.

This is what other golfers just like you are raving about!

Ron G from Pompano Beach, FL –

I have played already 6 rounds of golf and by using the MiniDriver from TaylorMade. I have hit 80% more fairways and shaved 4 strokes of my regular game. It is just awesome, fun and simple to play with the MiniDriver!

Liz P from Albuquerque, NM –

I am a junior high school student that loves golf and never made the varsity team at my school. I have been playing with the MiniDriver for 3 straight weeks. I had the chance to show off in front of my High School Golf coach and he could not believe how I managed to beat two of her team players in match play. I hit more fairways than his players. This fact gave me the opportunity to improve my regulation greens by 40% at the city course. At this pace, I can become a walk on player next year and earn a spot in my school qualifier tournament. Thank you TaylorMade for creating such an unbelievable club.

Mary F from Rancho Cucamonga, CA –

I am a mom of three beautiful and talented young golfers who think that Mom's can't keep up with them at the course. Well, ever since I requested my free MiniDriver from TaylorMade, I have been hitting all of my fairways without exception at our club. Now, I get the chance to be putting on regulation 60% more often than before. My three kids are jealous because they did not sign up to test such a practical club. Now, I am hitting my drives 20 yards longer and down the center of the fairway every single time. And my kids just can't believe is me who is putting the pressure on them this time around. I have never had so much fun playing golf in my life. Thank you TaylorMade, I got it made on the course. LOL

Mario V, Alexandria, LA –

I am an Orthodontist and second year golf aficionado. Needless to say, that I am 20 years behind all of my friends and colleagues when it comes to golf. I needed an urgent boost of confidence in my regular game to fight off the constant bullying from my foursome on Saturdays. Ever since I committed to play two rounds of golf a week and test my MiniDriver every single time. I have been hitting all of my fairways 90% of the time. I have regained confidence on my pitching and putting and I have shaved off 7 strokes of my overall score. No more mister nice guy, paying the drinks at the 19th hole. Thank you to my friends at TaylorMade. I need more clubs like the MiniDriver to become the ultimate golf that I have always dreamed to be.

“The future is here, no more lost strokes”

As promised in our initial sign up invitation, you can try our Mini Driver for free and if you are not completely satisfied you can return it for free no questions asked. Just pay the initial freight to send you the club the freight back is on us. The only commitment that you agreed to do for us is give us your feedback for 4 straight weeks while playing 2 times a week. Your feedback will be welcome at our blog: minidrivertaylormade.com. Also, as a token of our gratitude for trying our Mini Driver by TaylorMade we

will send you a free TaylorMade golf polo shirt and a sleeve of 3 TaylorMade golf balls absolutely free at the end of the trial period.

And remember, now you can club down with our MiniDriver as if you were using a 3-wood with the power of your driver and the control of your 7-iron. The Mini Driver was made for speed and a lot of extra yards in the process. No more Mr. Nice guy! No more sacrificing distance for fairways. Have your burger and dessert in one. Your foursome buddies will hate you even more when you are dancing on the green and they are still struggling to make get there on regulation. You can leave your driver and your 3-wood at home and your bag will be lighter thanks to the Mini-Driver from TaylorMade.

Thank you very much for signing up to our test program. And remember, we have enough new golf clubs that you can try for FREE and start changing your old clubs to our new technology of golf clubs to help you be the golfer that you only dreamed of becoming.

Best regards,

Sisco McBee

VP of Marketing
TaylorMade

Sample 2: fromcrib2bankerp.com

Testimonial –

My name is Sarah Li and I am the proud owner of “Hats2Go”. We specialize on designing, manufacturing and marketing women’s hats for all occasions and alternative accessories for the 21st century woman. My story is not a success story from beginning to end until a friend recommended me [‘fromcrib2bankerp.com’](http://fromcrib2bankerp.com).

I am a self-started professional and independent entrepreneur. As I launched my e-business I realized that I am a terrible accountant. My excel spreadsheets are pitiful and my probabilities to succeed without a great and simple tool were zero. I spent most of my time at the beginning as a trend setter in social media and my sales went through the roof. From 25 thousand dollars to almost 1 million dollars. I thought the sky was the limit and nothing could stop my momentum. That’s when my headaches almost cost me my health, my marriage and my newly acquired wealth.

Without ‘fromcribtobankerp’ I was lost. I was 60 days behind in my inventory figures. My WIP was always too high or not enough to sustain sales to my large customers. And invoicing was always late and wrong. I was collecting money late and always short. I did not know where to look for help and my lack of formal education in the world of materials, order fulfillment and distribution channels had me lost forever.

Not all was lost but my banker lost faith in me and my business. That is the worst wake up call that any business owner can have. One sleepless night surfing the internet looking for answers I hit the motherload. I was networking with my sorority sisters in LinkedIn and that’s when Coco suggested to contact [‘fromcrib2bankerp.comfromcrib2bankerp’](http://fromcrib2bankerp.com). She told me that her hubby had the same problem with his auto aftermarket parts business and a simple free trial of this software turned his life around. And with it, Coco’s new lifestyle was saved by the bell. That’s when I said, if it is good enough for my sis’ Coco it should work for me.

The minute a contacted the company, got my free trial going and I started inputting the information following a simple set of instructions. I saw immediately the potential of this golden tip from a friend. For me ‘fromcrib2bankerp’ became the silver bullet. The first amazing feature where the graphs. I could see in simple images how my orders did not match with my inventories. And the worst part was that I needed 3.5 weeks on work in process inventory to sustain my new growth rate. My working capital was in the dumpster and my credit was maxing out. All by myself, I was not ready to decipher my actual state of business. But with my new best friend Sally (CRR) at ‘fromcrib2bankerp’ I starting to see the light at the end of the tunnel. And guess what? It was a freight train coming straight at me in a collision course.

What can I tell you about what I like about ‘fromcrib2bankerp’? Everything!! They have for starters a quick guide to follow in order to transfer your information into their software that reads easier than

stereo instructions. IF you follow their 10 easy steps and provide your best business figures, their software and with Sally's guide and support you get excellent results in no more than 24 hours.

You must be asking yourself, am I going to like the results? And the truth is, NO. Why? Because if you are just like me. Then the truth is a flash of bright light that will sit you in your lazy boy for a rude awakening. Once the shock is over. You will agree with me that the charts, balance statements and the sales forecast are a real on time picture of your actual business.

The best part is that 'fromcrib2bankerp' is a total solution to your business needs. They become your best business partner. Your needs and wants, become theirs. My customer care rep "Sally" has been with me since day one and still keeps tabs with me. The team behind 'fromcrib2bankerp' have the best guarantee of total satisfaction or your money back in the market. The only condition is to use their product for 90 days. If you are not totally satisfied, the company will reimburse you your first two months back no questions asked. Let's be honest, if you are as fortunate as me, you will never think of leaving your greatest advisor at 60 days nor 90, not ever.

Today, my banker has double my credit limit. My customers know that I can deliver quality product on time and at the best price in the market. We grew our sales 20% in 6 months. How can I do away with 'fromcrib2bankerp'? The truth is that I can't. My staff also expanded from 5 to 11 to keep up with our growth rate at 'Hats2go'. If you are a small business owner with the need to control your sales growth and strengthen your customer relations through commitment and 100% order fulfillment. Then 'fromcrib2bankerp' is your total solution. I am Sally Li and I approve this message.

Sample 3: RVing America

Dear reader –

If you and your lovely family are considering the idea of joining the thousands of RVers in America. Then you have come to the right place. If you like the outdoors but tent camping has turned into the inconvenient truth within the family. Then camping in style can only be accomplished through RVing.

Our team of experts that form and represent RVing America, are here to lend you the helping hand in deciding key issues such as: choosing the right RV to accommodate your family and hairy siblings; size matters, rent before you own, modern amenities to please almost of your family needs, etc. With our free subscription via our webpage: RVingAmerica.com you can get the advice you are looking for. Take a look at our sections on:

Real Estate to Wheel Estate – our writers who are also full time RVers can guide you through their experience on how to transform your RV experience into a life of luxury and variety. Remember RVing means that you can change your window view as often as you want. And keep the one you love into a more permanent one.

Latest RV models – in this section, manufacturers will explain you to the latest and greatest of the equipment that they manufacture. In case you want to read more of what to expect and what's not included in your new RV.

Where to go? – in this section you can connect with more than 35,000 RVers that report from their preferred destinations anything that your mind wants to ask. From daily rates? Amenities at camp grounds, actual weather conditions, fishing permits, breakfast included, etc. This is a live connection that you can enjoy at your fingertips.

What to do? – our network of RVers will send you to all places of interest, restaurants, activities, guided tours, fishing trips, white water rapids, national parks, etc. You will never run out of things to do. Your family will be delighted with any RV trip that you can put together. You will become the RV guru of your clan.

You must be asking yourself, what's in it for us? Well my friend, the RVing industry has become an extended family for the adventure seeking families of America. And RVing America has been named the face of the whole industry. We love what we do for you. We love what we do for thousands of camp owners. The RV manufacturing industry love what we do for them. And we make a living while RVing, camping, traveling and do what we love the most RVing America. So, if you are happy with our services and do recommend us to family and friends. You will be solidifying the livelihood of thousands of families just like mine and everyone else at RVing America.

Thank you for joining our team and until we hear from you again from any RV camp or national park big or small,

So long partner!

Very truly yours,

Gene Sams

General RVer in chief

RVing America
201 Pueblo Rd,
Pueblo, CO.

Sample 4: The Weekend Carpenter

The only place where you can:

Bench Dog, Bisect an Angle, do a Butt Joint, Cupping and use anti kickback devices in public without getting arrested inside your own shop.

If you love sawdust, the smell of pine after using your circular saw,
have the patience of Job to drill your pocket holes,
make drawers without using screws or glue,
you can make your own wine cabinet,
And manage to sleep like a baby.

Then send for your complimentary issue of 'The Weekend Carpenter'. You will find that our editors and writers are really weekend carpenters just like you and me. Not trying to make a living out of the craft but we use the craft to remain sane after 40 hours at the office, the shop or driving for a living.

You will really enjoy our sections:

The 'honey do list' – where writers will post articles on how to do an specific project from scribble to end. How to do: the material list, prep the shop, prep the material, cut it, assembly it and finish it meeting our "Honey's specifications" in mind.

Do it yourself-guide – you can ask any of our writers and they can guide you through the process to accomplish easy to do it yourself tasks to the more advance projects.

What's the newest widget in the market? – in this section we will be breaking down expert feedback on which tools are the best and cost efficient to tool up your shed.

Paint it or Stain it? – you will read in every issue two similar projects following different finishing techniques and clear pictures of how they look after the final process has been decided and applied. So, in your next weekend task you will have a better mental picture of how to finish it.

Let's re-frame it – when you do modifications to your crib, just to find out that your contractor skipped essential framing steps when finishing your home. Our writers, who are also carpenters, can give you expert advice on what's the safest and city compliant process to make alterations to your walls, attic, cellar, etc. that will help you to accomplish the look and practicality of your new den.

The enclosed postage paid card will bring your complimentary first issue of 'The Weekend Carpenter' with NO obligations to subscribe. And if you like what you see and read, then we will send you your second issue. We will include our complementary bill for \$ 24 dollars for your annual subscription. And if at any time you feel you are not getting back your money's worth. Please send us a note via email giving us your feedback and we will reimburse you for the months that are left on our agreement with no

questions asked. But if you want to give us a hint of what can be improved on our side of the saw horse. We would really appreciate it and keep you in our friendly fire list of buddies.

Sincerely yours,

Joe D. Carpenter

General Manager
The Weekend Carpenter