



11120 SW 109th Ave Tigard, OR 97223 • (503) 476-3683 • www.JDKMarketing.net

THANK YOU FOR YOUR INTEREST IN MY COPYWRITING SERVICES ...

Now maybe you have asked for this information kit out of curiosity. Some folks do - especially those who never hired a freelance copywriter before.

But, more likely, you need a good direct response or fundraising copywriter--someone who combines writing skill and sales ability with industry know-how and product knowledge.

Whatever your reason for calling or writing, you want to know more about a writer before you hire him. 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.

"WHAT ARE YOUR QUALIFICATIONS AS A COPYWRITER?"

As a freelancer, I've written copy for dozens of organizations. This copy has consistently performed above industry standards and brought in substantial return on investment for my clients.

My writing ability is strengthened with an in-depth knowledge of people skills and sales skills. I have the benefit of attending seminars on marketing, fundraising, sales, management, and the power of understanding personalities in family and business environments (a real plus for persuading people.)

As a graduate of several highly specialized courses, I have advanced training in sales and copywriting. Before becoming a freelancer, I helped grow and promote several successful businesses, including one that included me as an operating partner.

"DO YOU HAVE A DIRECT RESPONSE, SALES AND COPYWRITING BACKGROUND?"

I am a graduate of the American Writers and Artist Institute's direct response course and Masters Program (AWAI is the industry leader in copywriter's training). In the past 2 years alone I have worked on the front lines as a highly paid outside sales representative, putting into practice the compelling techniques I have learned.

Most important to you, I'm a direct mail specialist. Writing direct response, PR, and fundraising copy isn't something I do to pass the time between TV commercials ... it's my bread and butter. So, I put all my skills, passion, knack, know-how and experience into every assignment I write.

"DO YOU HAVE EXPERIENCE IN MY FIELD?"

Next page, please . . .

If you are a non-profit organization or business that reaches out to buyers and donors through direct response, chances are I already have experience dealing with your type of cause, product or service -- or something very similar.

Take a look at my writing samples enclosed with this letter. Do they seem "right up your alley"? If not, give me a call, and we can discuss your specific needs. Either way, I only approach organizations and business that I can feel -- and write - passionate about. You'll be getting my very best.

“WHAT KINDS OF ASSIGNMENTS DO YOU HANDLE?”

I cover the full spectrum. About 75 percent of my business is writing direct response copy such as sales letters, email campaigns, fundraising letters, etc... The rest involves creating a wide assortment of marketing communications materials, including ads, feature articles, slide presentations, telemarketing scripts, press releases, newsletters, speeches, web pages, and Internet direct mail.

My specialty is my ability to weave *compelling stories* into my copy. This writing style charges people emotionally and produces excellent results. I am able to quickly grasp complex fundraising and marketing problems. Clients appreciate the fact that I can sit down with executive directors, marketing managers, sales personnel, printers, techies and development directors and speak their language.

What's more, my copy gets results. One letter, written for a large national organization, was their top performing letter, bringing in a 28% response rate and boosting their donations by over 225%. I can't predict how many responses my direct response piece will pull for you. But I can — and do — **guarantee your satisfaction** with the copy you receive from me.

“DO YOU OFFER CONSULTING SERVICES?”

In addition to writing copy, I also work with many of my clients as a consultant, helping them plan marketing and fundraising campaigns that generate maximum response. They're pleased and happy to get on-target advice that works - at an affordable fee — and they like the fact that I don't charge a monthly retainer.

"YOUR FEE SCHEDULE LISTS A PRICE FOR A 'COPY CRITIQUE.' WHAT'S THAT?"

A Copy Critique provides an objective review of a direct response package, telemarketing script, finance plan, brochure, ad or fundraising package. You can have me critique either an existing piece or a draft of copy in progress. It's up to you.

When you order a Copy Critique, you get a written report of two or more single-spaced typed pages that analyzes your copy in detail. I tell you what's good about it and what works ... what doesn't work ... what should be changed ... and how.

A Copy Critique is ideal for clients who want a "second opinion" on a piece of copy, or who need new ideas to inject life into an existing package that's no longer working. It also enables you to sample my services at far less cost than you'd pay to have me write your copy from scratch.

"SPEAKING OF MONEY, WHAT DOES IT COST TO HIRE YOU FOR A PROJECT?"

Next page, please . . .

For any copywriting assignment — a direct response package, a sales letter, an ad, a brochure, a feature article, a Web site — just let me know what you have in mind and I'll quote you a price. The enclosed "Schedule of Fees" gives typical prices for a variety of different projects.

"HOW LONG WILL IT TAKE YOU TO WRITE MY COPY?"

Ideally I like to have 2-3 weeks to work on your copy. That gives me the time to research, polish, edit, and revise until I'm happy with every word. However, I realize you can't always wait that long. So if the job is a rush, just indicate the date by which you must receive the copy on the enclosed order form. If I take on the job, I guarantee that you will have the copy on your desk by this deadline date - or sooner. No matter what the deadline, the copy I submit to you will be right. You can depend on it.

"WHAT HAPPENS IF WE WANT YOU TO REVISE THE COPY?"

Just tell me what you want improved and what the changes are, and I'll make them ... fast. There is NO CHARGE for rewriting. Revisions are included in the flat fee we've agreed to for the assignment, provided they are assigned within 30 days of your receipt of the copy and are not based on a change in the assignment made after copy has been submitted.

Most clients are pleased and enthusiastic about my copy when they receive it. But if you are not 100 percent satisfied, I will revise the copy according to your specific guidelines ... and at my expense.

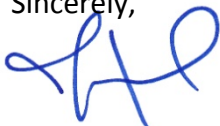
"HOW DO I ORDER FROM YOU?"

Putting me to work for you is easy. Simply pick up the phone and give me a call at 503-476-3683... or drop me an email at joel@joelkessellcopy.com. You can tell me all about your project and together we can flesh out the details.

When you give me the go-ahead, I'll write the assignment for you. You will receive your copy on or before the deadline date. And remember: it is guaranteed to please you. Dozens of organizations and companies - including the Google, Microsoft, Verizon, The Hydrocephalus Association, Catholic Near East Welfare Association, Republican Congressional Committee, Sony, Corel, Exxon, Easter Seals, and Toshiba - have found my copy ideal for promoting their business and increasing their bottom line results.

So... why not try my service for your next direct response letter, feature article, press release, ad, e-mail, fundraising letter, or brochure? I promise you'll be delighted with the results.

Sincerely,



Joel Kessell

P.S. If you have an immediate need call me right now at (503) 476-3683 or e-mail me the details at joel@joelkessellcopy.com. There is no charge to discuss your job with you and give you a cost estimate. And there is no obligation to buy.



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ONLINE COPYWRITING FEE SCHEDULE

MICROSITE - \$3,000 - \$7,500

A long-copy dedicated Web site designed to sell a product - such as a newsletter, e-book, or conference - directly. The online equivalent of a 6 to 8-page sales letter.

LONG -COPY LANDING PAGE — \$3,000 - \$5,000

Abbreviated version of the microsite. The online equivalent of a 2 to 4-page letter. Used for b-to-b offers and products that require less description (e.g., software).

SHORT-COPY LANDING PAGE — \$950

A simple landing page for a product or offer. Often used for white papers, software demos, and other inquiry fulfillment. The online equivalent of a trade ad: headline, a few paragraphs of descriptive product copy, and order portion.

TRANSACTION PAGE — \$750

Similar to a short-copy landing page but with even less descriptive product copy; a page designed primarily as an online reply form where the visitor can either order the product or (if lead generation) request a free white paper or other information.

LONG -COPY E-MAIL - \$2,000 TO \$4,000

An e-mail designed to sell a product directly by driving the recipient to a landing page. The online equivalent of a 3 to 4-page sales letter.

TEASER E-MAIL - \$1,000 TO \$2,000

A short e-mail designed to drive the readers to a microsite or long-copy landing page where they can order the product. The online equivalent of a ½ to 2-page sales letter.

LEAD-GENERATION E-MAIL — \$1,000 TO \$1,500

Similar to the teaser e-mail but the purpose is to drive the readers to a landing page or transaction page where they can request a free white paper or other information.

ONLINE E-MAIL CONVERSION SERIES — \$750 - \$1,500 PER EFFORT

A series of follow-up e-mail messages, sent via auto responder, designed to convert an inquiry into a sale.

ONLINE AD - \$500

A 100-word classified ad to run in an e-zine and drive readers to a microsite or landing page.

"MAIL ORDER" PACKAGE #1 - \$7,000 - \$9,000

Everything you need to sell a newsletter or other product online; includes a microsite or long-copy landing page with two different leads to test, three teaser e-mails, and three online ads.

WEB SITE PACKAGE #2 - \$4,500 - \$6,000

A small business or single product line Web site consisting of a home page and 5 to 10 additional pages.

ONGOING SITE COPY MAINTENANCE-3% OF GROSS SALES OR \$50.00 - \$250.00 PER MONTH

For a royalty of 3% of gross sales or a flat fee where applicable, we remain on call to make minor tweaks and updates, and provide new test versions, at no additional fee. Copywriting of major new tests and versions is quoted separately.



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SCHEDULE OF FEES

Fundraising/Sales Letter	\$1,500 - \$5,000 +
Direct-mail package, lead generation	\$2,500 - \$5,500 +
Direct-mail package - mail order	\$2,500 - \$9,000 +
Fundraising package - house file	\$2,000 - \$5,000 +
Fundraising package - acquisition	\$2,500 - \$5,000 +
Telemarketing Script	\$500 - \$2,500
Renewal series	\$1,500 - \$2,500/letter
Blanket renewal insert	\$2,500 - \$3,500
Self-mailer	\$2,500 - \$5,500
Postcard or double postcard.....	\$950 - \$2,750
Brochure	\$750 - \$1,500/page
Newsletter	\$600 - \$1,500/page
Feature story.....	\$1 - \$1.50/word
Press Release (1-2 pages)	\$500 - \$1,000
Website - home page	\$1,500 - \$3,500
Website - other pages	\$750 - \$1,250/page
email, short copy.....	\$1,250 - \$3,000
email, long copy	\$2,000 - \$6,000
e-zine ad	\$600 - \$850
Landing page	\$950 - \$3,000
Microsite	\$3,000 - \$7,000
Copy critique	\$400 - \$1,200

TERMS

Most sales and fundraising letters will also incur a \$.01 to \$.05 per piece or 1% to 20% of gross commission on sales generated through my copy. Exact commission (if any), pricing and terms will be finalized with signed contract and may impact price thresholds listed above.

Signed agreement (provided by JDK Marketing, LLC.) required for all jobs. Copywriting fees are payable 50% in advance, balance upon delivery. Copy critique fees are payable in full, in advance. All revisions must be assigned within 30 days of receipt of copy. Two rewrites are made free of charge unless the revision is based on a change in the assignment made after copy is submitted. Listed fees are guidelines only. Call today for a prompt price quotation on your specific assignment.

NOTE: This fee schedule current as of January 2008 and valid for 90 days from date of receipt. Be sure to call for current fee schedule when ordering copy or consulting service.