

John Emmanuel Strategic copywriting

Client: JMMZ Enterprises Ltd

Project: Advertorial

Objective: Lead-gen to an 0800 number

Newspaper advertising is a secret cash cow for many businesses, you have a captive audience, with very little competition. And what's great is this medium can be used for many different niches without the competition ever knowing. It was a big part of the copywriting process to find a fresh angle for this project.

This advertorial was aimed at people living with chronic kidney disease. From the advertorial, they were directed to an 0800 number with a special time limited discount for the newspaper readers.

"A split-run test of two mail order ads showed that an ad that looked like a magazine/newspaper article (advertorial) pulled 81 percent more orders than the identical copy, set in ad-style." – Readers Digest, quoted in Entrepreneur.com.

Optimal Treatment Prevents Progression Of Chronic Kidney Disease

By J. Grainger

Top doctors from John Hopkins University have announced an amazing solution to preventing the progression of Chronic Kidney Disease (CKD).

Now after years of research and testing they have found new ways that CKD sufferers can treat their symptoms. Doctors in the know are passing this onto their patients, with amazing results.



"John, it is not often that I'm willing to give positive feedback. It's because I have real high standards however, you deserve it because what you sent me was way better than what I expected." To anyone reading my comment, "If you are in need of a real good writer, give John a try. You'll be happy and comeback for more."

Craig DeSorcy, Author and Internet Marketer

"John provided me with great insight into how my website could be used to improve lead generation. This was a completely new area of learning for me and he held my hand and shared his experience freely. He writes well and produced a number of marketing communications for the business."

Dr Yvonne Foster, Lotus Human Resources

John Emmanuel
Copywriter/Consultant

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COPY CLOSE-UP 1

Take a look at the attention-grabbing headline, short and

sweet:

Optimal Treatment Prevents Progression Of Chronic Kidney Disease.

The copy quickly adds credibility with the subhead and lead:

COPY CLOSE-UP 2

John Hopkins University study data confirms results

Top doctors from John Hopkins University have announced an amazing solution to preventing the progression of Chronic Kidney Disease (CKD).

COPY CLOSE-UP 3

Notice how the copy injects further credibility, plus hope and simplicity of use.

"We knew we'd uncovered a treatment plan that could give CKD sufferers control of their lives, but it's even exceeded our expectations," said Lawrence Appel, MD, MPH, Professor of Medicine, Epidemiology, and International Health. Plus:

"People are just bowled over with the simple steps they can take to prevent the progression of their CKD, it's been pretty amazing to see," he said.

The U.S. clinical study was conducted in New York; the study included individuals between the ages of 31 and 75.

Results were achieved without taking medication.

With small changes they were able to lessen their symptoms within weeks, leading to less fluid retention in the feet and legs, less puffiness around the eyes, less paleness from anaemia and clearer thinking," said Raquel Charles Greer, MD, MHS.

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Now after years of research and testing they have found new ways that CKD sufferers can treat their symptoms. Doctors in the know are passing this onto their patients, with amazing results.

The group using these new techniques were able to stop the progression of their symptoms, the other groups symptoms progressed with no change.

These results were achieved without taking medication.

The U.S. clinical study was conducted in New York; the study included individuals between the ages of 31 and 75.

The participants were instructed to strictly follow the information given with no deviations.

By making small changes they were able to lessen their symptoms within weeks, leading to less fluid retention in the feet and legs, less puffiness around the eyes, less paleness from anaemia and clearer thinking," said Raquel Charles Greer, MD, MHS.