

John Emmanuel Strategic copywriting

Client: JMMZ Enterprises Ltd

Project: Online sales letter

Objective: Direct Sales from letter

Gaining buyer attention in the crowded health market isn't easy. Especially when talking about a subject that seems to have no upside. So it was vitally important to get an angle which gave a positive outcome upfront for this project.

This online sales letter is 18 scrolled pages long, with the "Big Idea" pushed throughout the piece along with a load of potent benefits for good measure.

Discover how to fight back against...

- Common ailments caused by chronic kidney disease
- Worried - find out how taking a few simple steps can help slow down or even reverse chronic kidney disease
- Depression - **STOP IT DEAD IN ITS TRACKS**
- Swollen legs, puffiness under your eyes - Not here

Don't just sit back and do nothing!

Your hands are not tied - take one simple step each day - you have the power to re-energize your body.

Plus, I'll give you 3 FREE Gifts that are yours to keep whatever you decide!

Dear Friend,
The ODDS are STACKED against you.
The STATS SAY it's a losing battle.
They SCREAM you'll just keep getting sicker every year until you die.
BUT I SAY you're not a statistic ...
You'll soon be the glowing exception.

COPY CLOSE-UP 2

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This piece continues to pull at a rate of 1.3%.

COPY CLOSE-UP 1

The visitors need to believe there is a way to deal with their CKD symptoms and possibly not have to travel down the dialysis or transplant route. Credibility is established at the very beginning.

At last... researchers from John Hopkins University show you...

The New Way To Fight Kidney Disease

Just because you've been diagnosed with chronic kidney disease doesn't mean your life is over.

The lead begins by identifying problems the buyer faces daily. And quickly moves into how they have the power to fight back, even if the odds are stacked against them.

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"This is very good copy, John. Obviously there could be other openings, but it is good."

**Best, Drayton Bird -
Legendary Master Marketer**

"Hi John, the letter and leaflet you prepared for my sport massage business are brilliant. I don't need any changes, they're very powerful."

Neville Collymore, Neville Collymore Health and Fitness

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