

John Emmanuel Strategic copywriting

Client: FitR. Inc.

Project: Direct Mail

Objective: Direct Sales from letter

Gaining buyer attention in the crowded weight loss market isn't easy. So finding a fresh angle that stands out and gets noticed was an important part of the copywriting process for this project.

This direct mail package was 10 pages long, taking the client on a smooth ride from the Big Idea to a powerful close.

The components included the envelope, 10-page sales letter, lift note and order form.

This piece pulled an astounding 11.3% response rate from a house list of basketball lovers and weight loss seekers.

Take a look at the eye-catching "tease" on the envelope. It makes you want to tear into the envelope to see what's so valuable.

INSIDE: Look Great! Feel Fantastic! Discover the INSIDER SECRETS to playing your way to an NBA flab-free body. Plus: A FREE GIFT so special it should come with its own armored truck

COPY CLOSE-UP 2

The copy starts with a bang, quickly drawing attention to the buyer's problem. *Does controlling your weight seem like an impossible task to you – like being on an out of control roller coaster? The first few month are great, the weight is coming off and you feel good. Then out of the blue, things start to-go-downhill. And before you know it you're where you started, not sure how you put the weight back on again – or how you put it back on again so fast.*

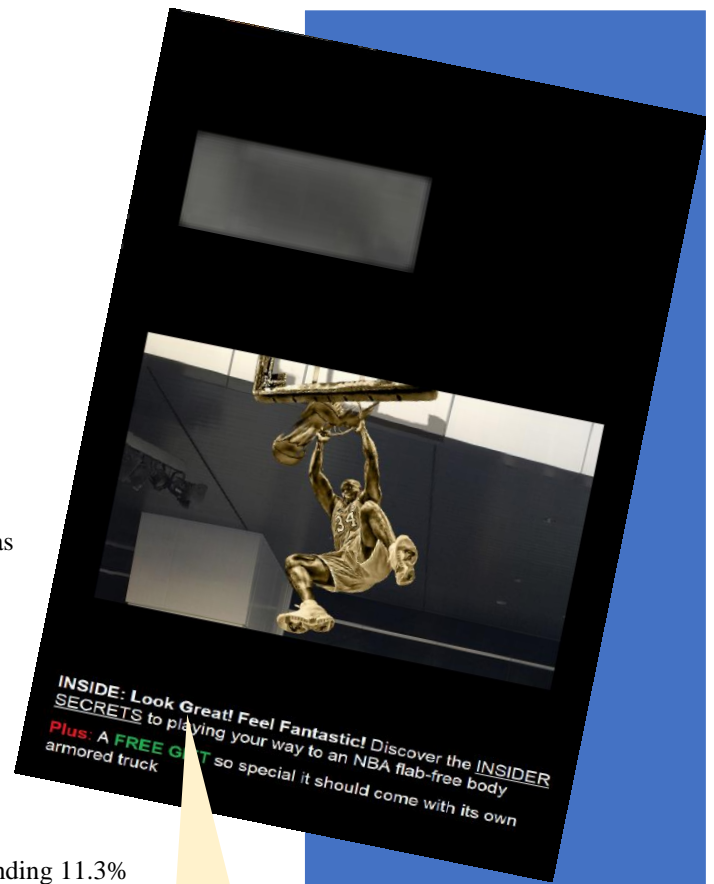
COPY CLOSE-UP 3

Free gift No.1. An NBA quality basketball signed

by myself, Larry Bird, Michael Jordan and Earvin 'Magic' Johnson. A priceless BONUS adding scarcity, enticing the client to buy now.

COPY CLOSE-UP 4

Lift note - **"Learn why I am healthier, feel better than I have for years and have a smile so wide, I may need surgery to have it removed."**



COPY CLOSE-UP 1

Player ENDORSED...
Doctor APPROVED...

NBA Legend Reveals Powerful 'Shortcuts' Which Forces Your Body To Lose Fat And Keep It Off...



Even if you've tried every diet program and failed at every one, this can work for you...

Dear Friend,

Does controlling your weight seem like an impossible task to you – like being on an out of control roller coaster?

The first few months are great, the weight is coming off and you feel good.

Then out of the blue, things start to go downhill. And before you know it you're where you started, not sure how you put the weight back on again – or how you put it back on again so fast.

If this has happened to you, then I have some great news for you.

It is possible to lose weight, keep it off and have fun doing it.

How? Well I've found a quick and easy fitness program that fits into any bus, and can fit yours too. One that gives you more energy and more drive. One that does your body – but strengthens it!

Free gift No.1.

An NBA quality basketball signed by myself, Larry Bird, Michael Jordan and Earvin 'Magic' Johnson. This is really special. You may not want to play with it, as it will probably disappear and I guarantee the names will rub off it, but it sure will look good up in its locked case on the mantel piece for all to see.

We only have 500 Autographed basketballs; all orders after the autographed balls are gone will be normal NBA quality balls.

"Learn why I am healthier, feel better than I have for years and have a smile so wide, I may need surgery to have it removed."

Dear Friend,

Why am I smiling so much?

Because I took part in the Basketball Yoga Blast program and it changed my life. A few weeks ago, I was overweight by 70lbs and depressed. I tried going to the gym, but I shied away from many of the classes, even yoga or Pilates was too intimidating. I got into the proper positions and holding them.

So, imagine my surprise when a friend introduced me to Basketball Yoga Blast and told me all I had to do was play a bit of the game and do a bit of yoga and the weight would fall off.



"Your promo flows well and you have a good conversational tone in your writing, your text does an excellent job of convincing me I need this product. Nice job!"

Li Vasquez-Noone, Kismet Copywriting

"Hey John, this is great, I really like the angle you used here."

Jesse Cannone, CEO, Healthy Back Institute.

John Emmanuel
Copywriter/Consultant

112 Mendip Heights
Oxfordshire
OX11 7TG
Tel: 01865522083
Int: +441865522083

www.johnemmanuel.com