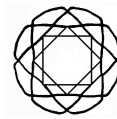
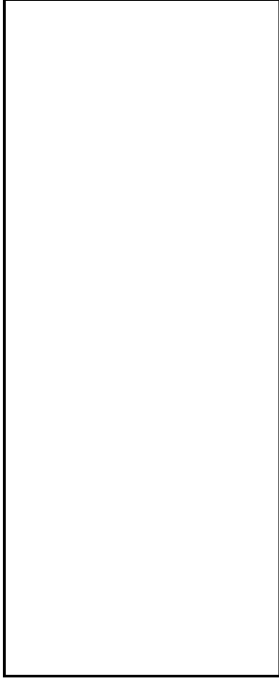


CopyCopia Marketing, LLC

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CopyCopia Marketing, LLC

*"Turning words into new customers"*

You can get  
more customers  
and more revenue  
into your business  
by using  
the right words.

Here's how...

*A message from Kevin Adam, owner of  
CopyCopia Marketing, LLC*



I know you want to grow your business, and I believe I can help you do that effectively.

As you may know, I'm a copywriter and small business marketer in Davenport, IA. My focus is on finding businesses poised for growth, and helping them effectively reach their target market.

I specialize in writing sales letters, brochures, web content, and space ads that are designed to do one, and only one, thing: make money for your business. I know that's what most advertising people may say. But their approach is founded in *public relations* – image advertising they run over and over hoping it will work.

That is too often a black hole that swallows your money with nothing to show for it.

My advertising copy is founded in *salesmanship*, and designed to give you measureable results. The difference could bring you noticeably more business than you're getting now.

If you want to grow your business, call me so we can meet to review your current marketing and business goals. There's no charge, no strings, and no obligation, so take this step and take your business to the next level.

I'm looking forward to helping you grow your business.

Kevin Adam  
CEO, CopyCopia Marketing, LLC  
563-650-4873



## What others say...

"I always *thought* my marketing material was pretty good so I couldn't understand why it wasn't generating more calls. Kevin solved that problem. Kevin has a real talent for producing clear, concise and market-focused copy that captures people's interest. Once they become interested, they want to know more. That means I actually get the opportunity to talk with them about their goals and how my services can be of value to them. Now I know my material is good - because it's getting results!"

### Christine Nitz

CEO, VisionCrest Consulting  
Milan, IL

Kevin viewed our presentation for **2 great products** and a business opportunity. Kevin clearly understood the message. He suggested we separate the presentation into two parts - a product presentation and a presentation on the business opportunity, with a brief mention of the other component for those who may be interested. He thought this would maximize our sales.

Honestly, this approach was different than I was being trained to use. It seemed like good advice, but I wasn't sure whether I should use it. So, I thought I'd slowly work in Kevin's suggestions.

I was really surprised when I went to a recent company training session, and they rolled out their new marketing message – and it was what Kevin told me I should do a couple of months ago. Kevin nailed it, and I'm ready to use his approach to grow my business.

### Jon Keim

Leisure Travel Representative  
WorldVentures  
Rock Island, IL

Kevin is helping us develop letters for prospects and it's been so nice working with him. He has a lot of ideas and is so knowledgeable about how to get your message across. If you need help with any type of marketing materials you should talk with him.

### Robert & Collette Lilly -

Valpak of the Quad Cities

## “3 X 3” Business Growth Plan, Cont’d

sell collectible coins, and you send out mailings twice per year. And, naturally, some of your customers buy from each mailing. What happens if you mail out four per year? Or how about six per year? Or twelve? Some of your customers – who had previously only purchased twice per year – could buy from you three, four, six, or even twelve times. That should make you think....

*About what that can do for your bottom line.*

These benefits can compound. Want twice as much business? *Four times as much?* Putting the “CopyCopia 3 X 3 Business Growth Plan” to work in your business can help you reach that goal.

I can help with all of this. If you’d like to find out how – without cost, obligation, or strings, then call me. I’ll learn about your business, look at these factors, and tell you how I can help. You won’t risk a dime, but you do risk losing your status quo – and you’ll increase your chances of getting a bigger paycheck.

Kevin Adam  
CopyCopia Marketing, LLC  
563-650-4873  
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kevin@copycopia.com

P.S.: I almost forgot to mention this: My marketing focus is on advertising that more than pays for itself. That means your advertising won’t be an expense. Instead, it will *add* revenue to your business. That means you could effectively *get paid* to improve your marketing and grow your business. It’s hard to do better than that.

## Your marketing can make or break your business

I’m sure you want every marketing dollar to work hard for your business. Every business owner does.

You see, small business marketing is different from marketing all those big-business “household” names. Their advertising is based on image. Mine is based on *results*. I want every dollar you spend with me to come back to you many times over.

If you use written marketing materials, I can help you to:

- ✓ Reach the right market when they’re ready to buy.
- ✓ Grow and expand your business with more sales and better cash flow.
- ✓ Legally *steal* some customers from your competition.
- ✓ Make it clear to your customers why you’re the best choice for them.
- ✓ Reach your business goals so you can think about even greater goals for the future.
- ✓ Replace the stress of just treading water and getting by with feelings of pride and accomplishment.

Let’s face it: regardless of your business, you have competition. Because of that, trying to get your message across in today’s crowded-market can be difficult. There is so much clutter, and so many marketing messages. You really need a way to stand out from the crowd.

It boils down to this: Great marketing can leapfrog your small business past your competition. You can get that edge from CopyCopia Marketing because I go the extra mile and really dig in to fully understand your business and your market.

After all, it’s impossible to design great marketing without being aware of market conditions and the competition. That’s what sets CopyCopia Marketing apart.

## “CopyCopia’s 3 X 3 Business Growth Plan”

There are two “3’s” you need to pay attention to in order to grow your business. Put both of these “3’s” to work for you, and your business will boom.

**The first three “3’s”:** 1) *Your specific market*; 2) *Your offer*; 3) *Your copy*.

Your business – including how much you make and how hard you work – depends heavily on these three things. Here are a few things you need to know about each one:

**Your market:** Unless you’re the only source of air, *everyone* is not your target market. Most entrepreneurs are so afraid of missing a potential customer that they don’t focus their efforts. Ironically, this typically leads to more work and less income. There are a few good reasons, and the main two are: 1) It costs more to get to “everybody,” and 2) Your message will inevitably miss the mark. Imagine this: I put a blindfold on you, spin you around, and tell you to pin the tail on the donkey – but I never showed you the donkey in the first place. Your chances of success? Pretty slim. Yet this is exactly how many business owners operate.

**Your offer:** Are you offering exactly what your customers need or want, are you *sure* they want it, and are you giving them more in exchange than they’re giving you? After all, most transactions happen because the perceived value of what the customer is buying is *greater* than what they’re spending. The customer needs to want what you’re offering *more* than they want to keep their money. So you generally need to give them more value to close the deal.

**Your copy:** Once you’ve found your target market, and found out what they want, *then* what you say to them will matter.

Not before. The wrong market won’t care what you’re saying, and people who don’t want what you have won’t care either. That’s why you need to have a good offer for the right market in place first. If you want to sell to a larger percentage of your target market, then *how* you convey your message becomes critical. Say it wrong, and you’ll lose some of them. Say it right, and they’ll help your bank account swell. How can you tell if your copy is right? Simple: ask me.

**The second three “3’s”:** 1) *More customers*; 2) *Sell your customers more*; 3) *Sell them more often*.

These three are basically the only way to grow your business and produce revenue (well, *without* selling off assets anyway). Ideally, you want to do all three. But, believe it or not, *MANY* business owners focus almost exclusively on getting new customers. However, most savvy entrepreneurs know that the bigger money is frequently in numbers two and three – what’s called the **back end**.

**More customers:** OK, this needs no real elaboration. *But*, remember point one above: Target your market and you’ll spend less money to get those new customers. Plus, don’t forget that customers – even new customers – may also want related items that you can provide (cross-sell and/or upsell). Let me know if you’d like me to clarify the difference.

**Sell your customers more:** This is the *result* of any cross-selling or upselling you do. Maybe you have different levels of product quality, or additional components to make things easier or better. Some percentage of your customers will want more. So, *give them the opportunity to buy more*. Don’t keep that opportunity to yourself.

**Sell your customers more often:** In two words: repeat business. But, there’s more here than meets the eye. Let’s just say you