

# NKB Marketing

---

## “How the Web Has Affected Contemporary Copy For All Media ... And How You Can Take Advantage.”

### Four Insider Tips

#### 1) Rapport ...

Does your advertising copy connect with prospects? In the internet era, rapport has become a major competitive factor.

Here's what you can do...Increase the informality of your message. You'll sell more if your sales writing is conversational.

#### 2) Emphatic persuasion ...

How can you get your message noticed amongst all the clutter? Your competitors have the same demographic info you do, and they're clamoring for sales.

Here's what you can do ... Persuade as you would in a face-to-face selling situation. Just describing your product isn't enough, point out its benefits.

#### 3) Validation ...

How do you convey in your copy proof that your product or service really works? Because it's so easy for anyone to publish info on the internet, people are skeptical.

Here's what you can do ... Use testimonials or examples of finished projects in your copy. Prove your superior position in the marketplace.

#### 4) Quick shipment ...

Is there a downside to asking customers in your copy to “buy now”? The faster the buying decision, the faster your business can become a victim of buyer's remorse.

Here's what you can do ... Advertise same-day shipping, or, at most, next-day shipping. Quick shipment means a lower rejection rate.

Call if you need persuasive copy for your website, brochure, sales letter,  
newsletter, flyer, catalog, or press release.

**Nick Burns**, 130 Proctor Boulevard, Utica, NY 13501

Phone: 315.738.1890 • Fax: 315.738.1891 • [nick@nkbmarketing.com](mailto:nick@nkbmarketing.com) • [www.nkbmarketing.com](http://www.nkbmarketing.com)