

# ARE THEY EXPANDING RIGHT OVER YOUR BUSINESS?

You know how tough it is at the moment. The big boys getting bigger; the little guy being squeezed. It's hard to know what you should do. Could you do with **more work, more cash, more people who know who you are** and what you do? You bet you could!

## The saddest words you'll ever hear.

'I never knew you did that.'

It means **one of your hard won, satisfied, customers has just bought from your competitors.** You can stop that, if every month you tell them about your business? Don't you need a newsletter?

## Do you want some of these?

- ✓ Increased sales
- ✓ Repeat business from existing customers
- ✓ A higher business profile
- ✓ 24/7/365 salespeople
- ✓ Customer loyalty
- ✓ Your slow lines shifted
- ✓ New products tested and launched
- ✓ New markets worldwide

**EXTRA  
£120 POSTCARD  
FREE  
FIRST FOUR  
JEWEL DEALS**

**Imagine** what would happen if your sales increased 100% overnight. Suddenly you would be hiring staff, finding extra work space, frantically ringing suppliers to fill your shelves or production lines or for extra stationery.

Would you enjoy paying in twice as much at the bank?

If the local press ran a profile on your success, how good would it feel?

## *You gotta tell'em*

A downturn is not the time to cut back on marketing.

The cake got smaller.....so **you need a bigger slice.**

Got some fantastic value deals? Can you make their money go further?

## **BANG ON TARGET**

**Good well written** direct mail letters, flyers, promotional cards and newsletters give you **precise control** over the impact your marketing is making, but that **effect is massively increased when you send a sequence at regular intervals.**

To help you get the **best value for your money** you can now choose one of several ways to plan your

**Feedback so far has been very positive and I am pleased with the intuitive approach that Roger was able to take with regards to this work. I would not hesitate to recommend him to other businesses.**

Howard Kitson

Director – Business Finance People N7 7BL

marketing according to your cashflow. **BUY WHEN YOU CAN** or **BUY TO A PLAN**, but keep telling them you are here and eager to do business. Talk to me today on 020 7690 0149 or email [roger@rogerjgould.com](mailto:roger@rogerjgould.com)

**Single orders . A4 promotional letters and A4 Flyers £180 Post cards £120 Copy back and front.**

You can make **BIG SAVINGS** buying one of the **JEWEL PACKAGES**, and **EVEN MORE** if you subscribe **MONTHLY** for **TWELVE MONTHS** with **CLUB PRICES**.

£595

### **RUBY**

2 letters,  
1 flyer  
1 postcard  
CLUB £140 pm

**\*\*EXTRA FREE  
POSTCARD FOR  
FIRST 4 DEALS  
HURRY!**

£1120

### **EMERALD**

2 letters  
2 flyers  
1 post card  
1 newsletter  
CLUB £160 pm

£1750

### **SAPPHIRE**

3 letters  
2 flyers  
2 postcards  
2 newsletters  
CLUB £175 pm

£2450

### **DIAMOND**

4 Letters  
3 flyers  
2 postcards  
3 newsletters  
CLUB £180 pm

Phone

020 7690  
0149

Roger has an unmatched knowledge of writing copy that sells, which is what I needed. I am extremely pleased with the result and will not hesitate to use Roger again and recommend him to my clients.

Charlotte Coleman  
Charlotte Coleman  
Web Design N1 5ED

Prices do not include printing costs because prices vary according to quantity, quality and speed of delivery. We will agree each promotion before it occurs.

## **You've been planning the perfect sales pitch how long?**

You do your job very well. People say you have a gift.....you're brilliant..... if only there were more like you.

**I can give you time.** Time to do your job longer, better, for more people, and that means more money for you.

Thank you for reading to the end of this letter. Now please **pick up the phone** and talk to me on **020 7690 0149** or email me on [roger@rogerjgould.com](mailto:roger@rogerjgould.com) to do some serious marketing.

Roger J Gould

p.s. Your existing clients are your 'low hanging fruit', don't let someone else pluck them first.

p.p.s. Don't forget to claim your extra postcard when you join.