

**I WANT TO BUY  
YOUR  
PRODUCT...**

**HAVE YOU SENT ME  
A LETTER YET?**

**Carol A E Bentley**

# **USE THESE POWERFUL TECHNIQUES TO BOOST SALES, GAIN NEW CUSTOMERS AND ENJOY A DISTINCT ADVANTAGE OVER YOUR COMPETITORS!**

“Having used direct response marketing techniques since the year 2000, the 'masterful' methodology described in this book has gone on to enhance sales by a further £99,500 from just one five page letter mailed to 3218 prospects. It goes on to prove that long letters do sell providing they are interesting and provide a compelling offer - all covered in page 65, chapter 9. I would recommend this book all day long. It is fun, interesting and EXTREMELY profitable. Buy it!”

*Anthony van Dort  
Managing Director  
Liberty Leisure*

“We got a 262% increase in response to our mailing, resulting in £24,101 worth of bookings, which included 30 new companies attending our courses. This is an impressive result for us.”

*David d'Orton-Gibson  
Managing Director  
TFP Online Ltd*

“It has been invaluable to have an expert writing targeted marketing material that has achieved such fantastic results – 44.2% response to a small mailing is amazing”

*Martin Moore,  
Martin & Co, Poole*

“I know Carol's writing methods work because I have tried several and they have had a dramatic impact on improved response rates. One letter produced a 19% response within 48 hours. Carol's book may change your life.

*Brian James  
Chairman  
The Brian James Group*

“Your advice is much more broadly applicable than just letters, and the workshops/ 'take-aways' are REALLY good.”

*Steve Bower  
Seven Communications Ltd*

“Carol Bentley takes the ‘black art’ of direct response copy-writing and actually explains what's going on - not just what to do to get it right, but why these strategies work and what's going on inside the recipient's head as they read your letter. Even if you think you've read all there is to read about copy-writing, Carol's book is sure to provide you with fresh perspectives on your old learning.”

*Gill Pritchard  
Just Add Content*

“I have quickly grown to admire Carol's skill as a business copy-writer. She is ONE copywriter I would be happy to suggest many, many business owners and professionals employ to write advertising, sales letter, brochure and web site copy for their products, services or treatments.”

*Paul Gorman  
Gorman Consulting*

“I was getting 29 clicks per day. Then I changed my ad (on Google). This is getting close to 100 clicks per day! More than triple the number of people to my site! Just did what you said - provided a headline that would interrupt a person from their day and tried to hit their emotions – and the results are just amazing!”

*Sadhiv Mahandru,  
[www.NaturalElements.co.uk](http://www.NaturalElements.co.uk)*

“When I read the incredible insights in Carol's book ... I was, to be honest, quite shocked by what I learnt. My letters were actually NOT based on the correct principles of explaining the Benefits of the Services I provide my clients.

I wasn't a long way off - but Carol's book really uncovered what I should be saying. I am now rewriting all of my existing materials.... and I know the increased response will make that exercise worthwhile.”

*Edward Ravis  
Managing Director  
Sumatrix Ltd*

“I have just finished reading your book and I think it is excellent I am sure I will refer to it often. Definitely essential for every business's book shelf and it has the best advice on web sites I've ever seen.”

*Jeannie Monaghan  
The Buxton Dental Practice*

“A refreshing read that remains engaging to the last page. I was impressed with the multitude of examples and the regular use of questions and targets throughout, all gearing you to remain focused. Altogether a highly informative book aimed at all learning styles and all levels of sales marketing whether you’re a novice starting out on your first mail shot or you just need some tips on refining your style.”

*Deonne Connelly  
BLH High-Care*

“At first I thought your book would be a daunting read but I was wrong! I found your book to be very informative and shows me that I CAN and SHOULD write my own copy for my business.

Your style of writing is easy going, informative and uncomplicated which gives me more confidence as I have the understanding to write my own copy now, perhaps a copywriting course as a next step?”

*Azi Azhakesan*

“I found the book very enjoyable and interesting.”

*Stephen Berger  
Harry Berger Dry Cleaners*

“It is so clear and methodical. I’ve learnt the theory (of copywriting) from others, but now your book puts it into a logical and ‘followable’ order, with lots of practical added tips and details. I shall be referring to it often. With the easily identifiable sections, practical examples and step-by-step workshops to guide the reader through each phase, it is a very useful desktop handbook to ‘perfect’ my marketing letters.”

*Janet Browne,  
Managing Director  
BLH High-Care*

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