

To busy business and sales professionals who want to...

Attract prospects and customers like a magnet!

I'm sure you'll agree! To generate leads and increase sales that will boost profits, you consistently need powerful and persuasive sales copy for:

- *Website copy and strategy* that generates new leads and sales
- *E-mail marketing* to stay in touch with prospects and customers
- *Direct mail* and postcards that get response
- *Follow-up packages* that convert more leads and estimates to sales
- *Space ads & rack cards*
- *Flyers & handouts* that command to be read
- *Brochures* that tell your reader what's in it for them
- And other marketing materials

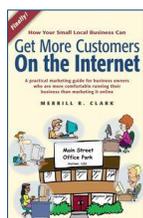
If you agree, then I can help...

I'm Merrill Clark – a sales copywriter, web SEO copywriter, and marketing consultant who can help you, as a business owner, boost your sales and profits.

What I can provide you is very important. I can help you **make more money** with your advertising and marketing message by focusing on your target audience.

My clients hire me to write powerful sales copy that gets results. Why is that? It's because I spend the necessary time on research for not only the products or services you want to promote, but also on the prospects that ultimately decide the success of your marketing piece.

So if you're ready to get better results from your website, sales letter, or other marketing materials – call me at 603-686-5140, or shoot me an email at mclark@crestviewmarketing.com.



And if you are interested in more effective sales copy, but not quite ready to talk that's okay, too! – simply sign up for your FREE marketing tips by e-mail at crestviewmarketing.com.

Oh! – if you're not happy with your company website, pick up a copy of my book, *How Your Small Local Business Can Get More Customers on the Internet* at GetMoreClientsOnlineBook.com.



Regards,
Merrill Clark

Merrill Clark – Author, Copywriter, Marketing Advisor
Crestview Marketing Services ó Stratham, NH

www.crestviewmarketing.com

www.GetMoreClientsOnlineBook.com

Comments from some of Merrill's happy clients

Dave Whitehouse - General Manager, Red's Shoe Barn, Dover NH

www.RedShoeBarn.com

õMerrill, Thanks for your online strategy and optimized web copy for our new website. In the 3 weeks it's been live, we average 10-12 new sign-ups every day for our E-mail Club. It's easy to navigate, and the copy is so engaging, people finding our website are spending several minutes and looking at an average of over 4 pages per visit. Our customers love it! Not to mention, we can now track all our statistics like search phrases and where our web traffic comes from. **I highly recommend Merrill** to anybody who wants to improve the response they get from their website and online marketing. He's honest, and a marketing professional who over-delivers, has great ideas, and does what he says.õ

Tim Burns - Owner, D.M Burns Security, Dover NH

www.burns-security.com

õFrom less than 10 visitors a month and zero prospects from our website, to almost 300 visitors per month and consistent calls from interested prospects. That's the difference Merrill's web and SEO copy made when he created our new site.õ

Greg Dollarhide - Seacoast Coin & Jewelry, Hampton NH

www.SeacoastCoin.com

õThanks for your outstanding work on redesigning my website. On my new site, I'm getting 10 times as many web visitors, plus I now show up on the 1st and 2nd pages of Google with my main keywords. I can't believe it happened that fast! You said it would probably take a couple of months. **My customers really like the new site** with so much more information. It's so much better than the old site. Believe me, everyone I talk to will hear about your website work and marketing efforts.õ

Chip and Janet Hawkins – Renaissance Stone Services, N. Hampton NH

www.rstone.com

õWe appreciate your hard work, and are so pleased with the words you used in our new brochure! We wanted our brochure to show people why they should deal with us instead of other fabricators, and you certainly did that, plus more. No doubt we'll get more customers because of your ability to differentiate our business, by putting it into the right words. I highly recommend you to any business owner who wants sales copy that shows potential customers the benefits of working with them.õ

Kim Cox – On Top Home Improvements, Damascus, MD

www.OnTopHome.com

õThe web copy you wrote for our new website is fantastic! You conveyed our unique message, products, and home improvement services in layman's terms, and in a way that will get our reader's attention, and help them understand how we can help them. It's nice to work with a professional like you, who did what you said, and when you said. Plus it was nice to be regularly updated on our project. And thank you for going over and above. The value we got from you was far more than our investment. I'm excited to work together again on new marketing materials. Give my number to anybody who's considering hiring you! õ

Crestview Marketing Services LLC 603-686-5140
crestviewmarketing.com & GetMoreClientsOnlineBook.com
e-mail: mclark@crestviewmarketing.com

Linda Seavey, Accounting Plus Taxes LLP, Gonic NH

www.AccountingPlusTaxes.net

“Thank you for creating and writing a website that’s professional, nicely organized, and still conveys my personality and message. Even though I knew what words I wanted to use, I’m a numbers girl, not a wordsmith. So I loved how you used the words to help my site get found online, and am already getting new clients from it. The combination of a clean layout and web copy that’s optimized for search engines is a winner, and is a great asset to my business. I recommend to any business that they use your web copywriting services to improve their website.”

Gary N. Mellinger - AVP Marketing - Northeast Credit Union, Portsmouth NH

“I needed new direct mail letters for several marketing campaigns written. Merrill was able to provide me with 5 letters right on time. With some examples and features of the audience and products, and a short conversation, Merrill gave me exactly what I needed to test creatives.”

Lynne Ganley - Executive National Vice President with Arbonne International

www.LynneGanley.myarbonne.com

“Using Merrill’s techniques in my monthly e-newsletter, within 24 hours I got the biggest response I’ve ever got in 8 years. Sales have increased, with significant growth in my business. I recommend Merrill’s book to anyone who is serious about increasing the awareness of their product or service on the internet, or even within their own client base.”

Beth Frede, Beth Frede Interiors

www.BethFredelInteriors.com

I really wanted my site to capture people’s attention and make them want to read the whole page and more. I’m amazed how clearly and quickly the copy speaks to my intended readers, and not necessarily about me. I also love how Merrill optimized the copy for search engines by sprinkling my keywords throughout the page, while maintaining the reader’s focus. Plus he gave me some other great online marketing ideas that will get even better results!

If you want your website copy to convey your sales message in the best possible light, I strongly urge you to talk to Merrill. He’s worth every penny and more! This wonderful home page copy that will make my business look great online will no doubt be a huge asset.”

Chris Ratte – Attorney, Beacon Title, Portsmouth NH

www.rattelaw.com

“After I set up a new blog site for my law practice, Merrill gave me some recommendations and advice that quickly produced new clients after I made the changes he suggested.”

Steve McFarlane - Tech-N-Go, Greenland, NH

www.tech-n-go.com

“Merrill recommended and wrote a 3-step series of letters and also created a custom order form that ultimately added \$4,050.00 of pure profit to our bottom line in less than 3 weeks from the initial mailing. My total return was almost \$4 for every \$1 invested. I was so impressed, I already have other projects I want him to work on, before my competitors find out about him.”

Amy Toussaint, Euforic Design, Somersworth NH

www.euforicdesign.com

öThanks to you, my web design clients have meaningful, interesting content for their websites. You're a pleasure to work with, and make it very easy for me to upload your copy. I also appreciate your professionalism in dealing with me and my clients, making me look good. I'll definitely be referring more clients to you!ö

Roger C. Parker, Best-selling author and book coach, Dover NH

www.publishedandprofitable.com

öWhen I sent out a recent email to re-engage past clients, the response from Merrill's email copy was more than twice of the copy I wrote myself. What a great investment!ö

The Broad Family, Hampton NH

öThanks for outstanding work you did on our letter for our sons' *People to People* fundraising project. The 12% response we have received was amazing! From the 128 letters we mailed, we've received 15 donations, and 2 promises of donations.ö

Dale Little - Business Strategist, Washington DC

www.DaleLittle.com

öMerrill's book is an excellent resource for small business owners everywhere! It's clear, concise, and packed with practical, user-friendly online marketing information, tips, and techniques. Merrill tells you exactly what you need to do to create a web site that effectively drives sales to your company, and escalates your profits.ö

Charlie Cook - Marketing Coach, Old Greenwich, CT

www.MarketingForSuccess.com

"If you're looking to grow your business this year, attract more customers using the web and increase your sales, then Merrill Clark's book is a MUST READ! It's packed with no-nonsense tips and ideas every business owner should know to focus your efforts and ramp up your business."

Mike Maguire - Health Insurance Consultant

www.MaguireHealthBenefits.com

öMerrill is very professional and provides a valuable business service. He is timely, communicates effectively, and is thorough. Plus I appreciate the fact he envisioned himself conducting my business and wrote persuasive web copy that almost immediately generated new traffic and compelled those people to call me for appointments."

Deanna St. Hilaire – Home-based small business owner, Strafford NH

www.CustomCoatsforCritters.com

öThanks for your outstanding work redesigning my website! My site shows up on the 2nd and 3rd pages of Google now and I get 4 times more traffic than before. I'll definitely recommend you to anyone who wants a new or better website.ö

Patty Carter – Owner, Fitness Together, Portsmouth NH

www.fitnessstogether.com/portsmouth

õMerrill, you are the best and just brilliant with words! Thank you so much for the awesome door hangers you created! Iõn so happy with the way they came out, and you did a great job putting it all together. I look forward to having you write some other direct mail and postcard marketing projects I want to do.ö

Chris Glidden – Owner, Cardinal & Glidden Oil, Farmington NH

www.CardinalGlidden.com

õMerrill, thank you for writing copy for our new website. Your words truly reflect our company and the message we want our prospective customers to hear. I appreciate your copywriting skills, and the effort you obviously made that will help people find us online, and get them to call us for oil. Great job!ö

Mary-Ellen McAllister – MV Media Web Solutions, N. Andover, MA

www.MVMediaWebSolutions.com

õIõn a web designer, and a recent client thinks Iõn a hero for referring Merrill to them to write their web copy. At first I was hesitant about referring him, but after I saw the home page he wrote for another client, and talked with her, I knew heõd be perfect. Merrill completely met my needs by being professional to me and my clients. He exceeded all expectations, communicated with me regularly, offered valuable recommendations, and made it super easy for my team to put his copy on the website. I also love the way your copy is focused on the reader first, then for the search engines. Any web designer would be lucky to have Merrill as their õgo toö copywriter.



Merrill Clark is a direct response copywriter and marketing consultant for small business owners all over the world and has helped his clients **generate thousands of dollars of profits** by providing rock-solid marketing advice, web and sales copy.

Who should read this book?

Local small business owners, independent sales professionals, non-profits, or other organizations who'd like to get **more qualified leads from online sources.**

Merrill is honored to have been interviewed by the **Guerilla Marketing Association**, and is available to speak about the value and effectiveness of marketing on the Internet.

Is your online marketing strategy generating satisfactory profits from local clients?

By Merrill R. Clark

Whether you're a lawyer, a CPA, a restaurant owner, a dry cleaner, an insurance broker, a home-based business, a retail store, or any other local business, you need practical online marketing ideas that will increase your chances of success.

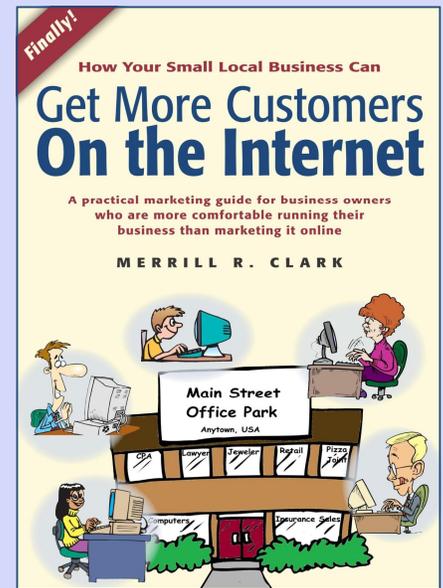
Inside, you'll find:

- The secrets to a website that **gets more leads** and customers than ever (and it's not how nice it looks)
- How to help your business **get found online**
- Why e-mail marketing can be the best way to build a business
- How to automate follow-up with prospects & customers
- **How to get more business** with blogs and Social Media

How Small & Local Businesses Can Find More Customers on the Internet provides specific, actionable steps small business owners can take to use the Internet to increase their sales and profitability.

"We get 10-12 new sign-ups for our E-mail club every day from our new website now! Our customers love it, and so do we. I highly recommend talking with Merrill if you want better results from your online marketing and website."

Dave Whitehouse, General Manager - Red's Shoe



Crestview Marketing Services LLC

PO Box 376 Stratham, NH 03885
mclark@crestviewmarketing.com Tel: 603-686-5140
www.GetMoreClientsOnlineBook.com
www.CrestviewMarketing.com

Attract New Business Leads With This Simple 7-Step Plan

...*Success comes to those who take action now*

Courtesy of Merrill Clark at Crestview Marketing Services

Wouldn't you agree that consistently generating new leads is critical for the success of your business? Without them, sales vanish and you go belly-up. Fortunately, there's a proven way you can attract new leads without breaking the bank.

Whether you generate them online or offline isn't as important as just doing it. So I'm going to break down a multi-step process into a simple 7-step plan that **you** can use to start generating leads right away.

1

Identify your target market. *Who are they? Where do you find them?*

You need to know them before you can do anything else. Compile your own lists from the phone book or business directories. Rent targeted lists from list brokers, or swap client lists with other businesses that have clients you want.

2

Find out what they really want. *What keeps your prospects up at night, what are they thinking about, what's on their minds? What problems do they have that you can solve? You need to know what they want, before you can give it to them.*

3

Create an offer with high perceived value. Choose a topic they will value, but be *cheap for you* to create and deliver, like a free 2-page report that showing how to make them money, save money, solve a problem, etc. (Example: *"How to fix the 7 most common plumbing problems without a plumber for less than \$50!"*)

4

Select the right media. There are tons of places to put small ads and most are pretty cheap. Newspapers (not necessarily the biggest ones), magazines, trade journals, association newsletters, supermarket bulletin boards, website landing pages, e-mail, etc. Also, consider postcards and short sales letters.

5

Create a compelling ad. Start with a headline or title that *grabs their attention* and makes them want to read further. Then, in your sales copy, get them to give you their contact information in exchange for your report. (Example: “Before you hire a plumber, call us and get this free report that shows how you can fix the 7 most plumbing problems for less than 50 bucks!”)

6

You must collect the contact information. Get the name, address, phone number, and email address of *everyone* that contacts you. This is what you have been waiting for and the goal of this whole process. You now have qualified leads contacting you and they are already interested in what you have to offer.

7

Follow up immediately. Respond quickly. Mail or e-mail your report to the prospect. Hand address and stamp the envelopes and write on it “*Free report you requested*”. Call them or mail to them at 1-2 week intervals with postcards, newsletters, or articles because unless they need your product at that very moment, most people won’t convert until the 6th or 7th message.



To get help setting up your own lead generation plan, contact Merrill for a complimentary 30-minute consultation today:

Merrill Clark, owner of Crestview Marketing Services LLC in Stratham, NH, provides website and offline marketing advice and copywriting services to businesses and marketers nationwide. Contact Merrill at 603-686-5140 or e-mail at mclark@crestviewmarketing.com.

Sign up for your free marketing tips at www.crestviewmarketing.com.

Website: www.GetMoreClientsOnlineBook.com

Website: www.crestviewmarketing.com/blog

10 Website Mistakes You Must Avoid

Your website can generate new leads and sales opportunities
...if it's not making these ten crucial mistakes

Think...When was the last time your website actually attracted a paying customer?

To gauge your site's success, ask yourself the following simple questions:

1. What is your site's purpose?

Does your site have a single, obvious purpose?
Or, are you trying to accomplish too many things at once?

2. Why should visitors read on?

Do you "welcome" visitors to your site like most, or do you offer an engaging headline that promises them a benefit for reading?

3. What's the desired action?

Do you make it obvious what steps your visitor should take next? What action do you want them to take? How will they benefit from taking it?

4. Do you track traffic statistics?

Are you analyzing your web traffic statistics regularly to see how much traffic you get?

5. Who are your visitors?

Do you know who is coming to your site and how they get there? You should!

6. What are your best keywords?

Do you know what your primary keywords are and regularly check them? They can make or

break your site's effectiveness.

7. Is your site easy to read?

Make sure your site is easy on the eyes. Well balanced design features such as the colors and typefaces used will make it easier to read. Many sites are so "busy", there is no focus, and it's difficult to know what to do next. Keep it simple.

8. Do you update your content?

Fresh content does two things. It gives the user new information and also gives the search engines something new to index.

9. Is contact information right?

I am amazed at how many sites I see where the contact information is either missing or just plain wrong. Readers need to contact you.

10. Do you capture leads?

Autoresponders will automatically capture email addresses and other data so that you can follow up with them easily. Your prospect list is a goldmine **only if** you have one and use it.

E-mail or call 603-686-5140 ask for a **FREE Basic Website Review (\$100 value).**

After reviewing your website, I will present you with a report detailing 10 areas of potential concern, plus my recommendations.

Courtesy of Merrill Clark at Crestview Marketing Services

Helping you promote your business on the Internet!

PO Box 376 ♦ Stratham, NH 03885 ♦ 603-686-5140

<http://www.CrestviewMarketing.com> ♦ mclark@crestviewmarketing.com

7 Tips For Writing Powerful Sales Copy

Boost the results of your sales copy in ads, direct mail letters, postcards, web pages, emails and brochures

Does the sales copy in your marketing materials include these 7 crucial components that are proven to increase response rates?

Once you know exactly who your market is, ask yourself the following simple questions:

1. Does it have a headline?

The only purpose of a headline is to get people to read the first sentence. It needs to attract the reader's attention in a way that's relevant to the next sentence they read. Headlines are often referred to as the *ad* for the *ad*.

2. Is the lead engaging?

The first couple of sentences or paragraphs are where you capture your reader's interest, compelling them to want to find out more. If the copy is boring or confusing, you will quickly lose them.

3. Is your argument powerful?

After your lead, do you make a powerful and believable argument about your product or service? One that your reader will understand and believe, persuading them to want it?

4. Do you have a great offer?

Your offer is one of the most important aspects of your sales copy. Is it something your reader wants? Do you offer free or low cost bonus incentives for responding to your offer?

5. Is your guarantee compelling?

It's proven that a powerful risk-free guarantee will boost response to a specific offer. After all, why shouldn't your reader respond if they don't have anything to lose?

6. Is your call-to-action specific?

Do you have a simple and specific call-to-action, telling your reader exactly what to do next and how to do it?

7. Do your letters have a P.S.?

The P.S. at the end of your sales letter should convey a provoking or compelling reason. Many readers scan a letter instead of reading it first to see if it's worth their while, and will read the P.S. before the letter itself.

8. BONUS - Using testimonials?

Proof is a powerful factor when it comes to people pulling out their wallets to buy your product or service. And actual testimonials from your clients are a perfect way to convey the proof your readers are looking for.

Call me at 603-686-5140 or email me to get a **FREE Sales Copy Critique of one of your marketing pieces (A \$100 value).**

After reviewing your material, I'll present you with a report detailing recommendations you can use to make your copy more effective.

Courtesy of Merrill Clark at Crestview Marketing Services

Money-Making Sales Copy, Website, and Marketing Consulting

PO Box 376 ♦ Stratham, NH 03885 ♦ 603-686-5140

<http://www.CrestviewMarketing.com> ♦ mclark@crestviewmarketing.com