

ABOUT YOUR SEMINAR LEADER



Donna Baier Stein
President
Baier Stein Direct

Donna has been a direct marketing copywriter for 25 years. Her clients have included Hallmark Cards, American Express, Sprint, Travel & Leisure, GEICO, Fidelity, Time-Life, World Wildlife Fund, *Eating Well* magazine, and many others. Her work has won CAPLES, MAXI, AMBIT, and other awards, including 2003 Direct Marketer of the Year from the New England Direct Marketing Association. She is the author of *Write on Target!*, which is in wide use in university and college marketing programs and also among DM practitioners, as well as *The New Marketing Conversation*. In addition, Donna is a frequent lecturer on direct marketing and copywriting.

Do you have a question for Donna?

Please send questions you have about this seminar to dbstein@the-dma.org.

COMPANIES WHO HAVE PREVIOUSLY PARTICIPATED IN DMA COPYWRITING SEMINARS

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George W. Markham
Director, Education Services
Direct Marketing Association, Inc.

† Requires written request within 30 days of the seminar.

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PRAISE FOR DMA'S COPYWRITING TOOLS & TECHNIQUES E-LEARNING SEMINAR FROM PAST PARTICIPANTS

"I learned so much from this copywriting seminar. The instructor's expertise and insights into the world of copywriting have been very useful in my job. I really enjoy the online format of the seminar and the flexibility it provides. Thank you!"

Angie Enabnit
Marketing Manager
Chamness Relocation Services

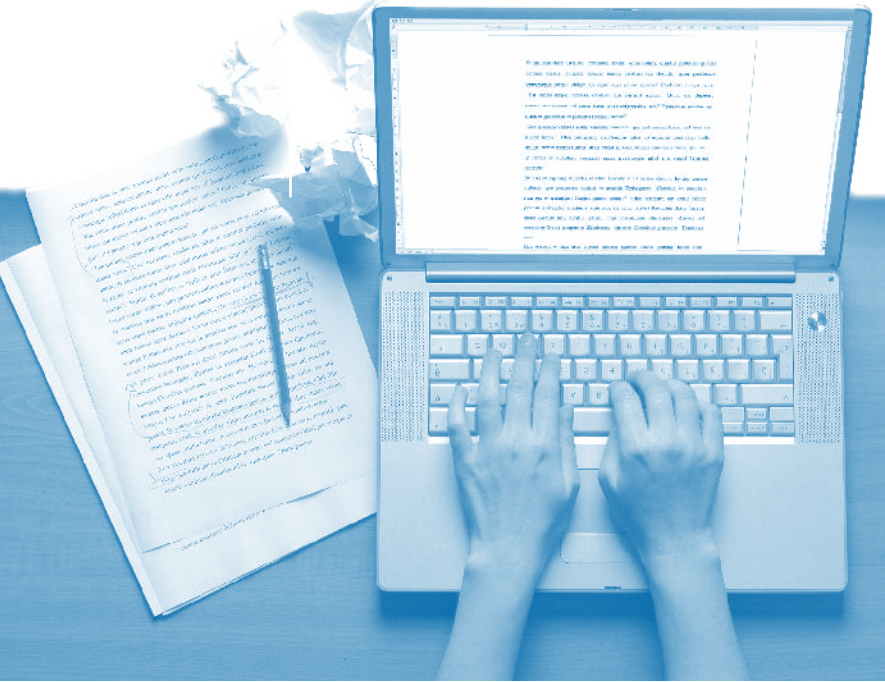
"...I think this is an excellent class. I have taken notes from the presentations provided and have been using them as 'quick reference tools' when writing my marketing pieces for work. Plus, I like the instructor so much I bought her book to learn more!"

Amy William
Marketing Specialist
The ISI Group

KEY CODE:

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Copywriting Tools & Techniques

e-Learning Seminar

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e-Learning Opportunity

Drive your copy to its highest potential with 6 weeks of **ONE-ON-ONE** attention.

Learn how to write Revenue-GENERATING copy online – and in print

ABOUT THIS SEMINAR

After 6 weeks of one-on-one attention, you'll write revenue-generating copy that moves people to action online – and in print.

Improve your writing skills and learn the latest techniques in direct marketing copywriting in this personalized, highly interactive workshop. Your instructor – a top professional copywriter – will guide you through weekly lectures and writing assignments sent via email, answer any questions you have along the way, and personally critique your work.

This is an e-learning experience for anyone who writes or evaluates print and/or online copy.

Through lectures, you'll improve your writing – and your sales – as you examine the primary goals of all marketing, compare online and in-print copy, and discover techniques for business-to-business lead generation, fundraising, membership acquisition, renewals, and more.

All you need to participate in this powerful course is a computer and Web browser.

BENEFITS OF PARTICIPATING

You'll improve your writing as you learn:

- 5 effective ways to break writer's block
- 4 questions to ask before you begin to write
- The magical rhythm of 3
- 2 common errors with clauses
- 1 word you can almost always delete

And you'll improve your sales as you discover:

- How to hook your prospects through effective subject lines and envelope teasers
- Why the first sentence is critical
- Where to place your offer in your copy
- When multiple-page letters work
- Who should have the final say in copy revisions

Special Benefit: Personalized instruction from a copywriting master

This training is so fast and effective because you get one-on-one attention from a highly successful copywriting pro with 25 years of experience. Don't miss this rare opportunity to get the individualized feedback you need to solve your unique challenges and take your writing to the next level.

Packed with examples from outstanding DM packages and online campaigns for you and your classmates to analyze and discuss, this course won't just make you an accomplished DM copywriter, it will give you a whole new perspective on the DM process.

WHO SHOULD PARTICIPATE?

- Copywriters
- Creative Directors
- Marketing Directors
- Marketing Managers
- Product/Brand Managers
- Anyone who writes or evaluates copy for print or online campaigns

WHAT YOU WILL LEARN

Understand the Practices and Principles Underlying Great Copy

- Great moments in American letters and DM letters and emails – what you can learn
- 5 fast ways to break through writer's block
- How to get people to open your email or envelope and see what you have to offer
- What a "copywriter" really is – essential skills you need to learn and perfect
- The secrets of coming up with killer ideas
- Jump-start the writing process – 5 easy steps
- Why knowing what you're selling is imperative to getting results
- How imagining your audience first can automatically make your copy more effective
- The words FREE, NOW, and YOU are still the most powerful – use them to your advantage
- How to create a highly profitable offer – and know where to place it
- Know the vital difference between features and benefits and supercharge your copy

Master the Skill of Writing More Powerful, Profitable Copy

- How to keep a "swipe file" of email subject lines and DM packages and exploit them for all they're worth
- The anatomy of a winning direct mail package: 3 required elements and 5 optional ones to seriously consider
- Effective tips even a novice can use to write killer teaser copy or email subject lines
- One of the most powerful lessons you'll ever learn about writing response forms and involvement devices
- A formula for writing persuasive letters that has stood the test of time online and in print

- Lift letters, buckslips, and brochures: Copy strategies that work and those you don't need to bother with

Learn How to Influence, Persuade, and Sell on the Web

- The new world of online copywriting – how it differs from traditional copywriting
- Learn how to write effective banner ads, blogs, website copy
- HTML or text? Solid guidelines for deciding which email format to use
- Creating high-impact online copy – power words you can take to the bank
- A crash course in marketing by email
- How to hook more customers through effective subject lines and addressing
- Which copy elements are worth testing and how to do it quickly and inexpensively

Acquire, Retain, and Renew More Customers

- Fundraiser's update: Tapping into new, potent copy techniques being used to increase donor acquisitions
- Find out which copy tweaks can bring in more – and more qualified – leads

Edit and Revise Copy – and Improve Results

- The magical rhythm of 3 – a copywriter's secret weapon
- 2 common errors with clauses that can cause confusion
- 1 word you can almost always delete
- How to make the mission-critical first sentence of a letter work harder
- Which works best – a one-page or a multiple-page letter?
- Who (surprisingly) should have the final say in copy revisions

Note: Outline is subject to change.

4 WAYS TO REGISTER

- ONLINE: www.dmacopy.org
- CALL: 212.790.1500
- MAIL or FAX: Download a PDF registration form from our website

REGISTRATION RATES*

DMA Member: \$999 Non-Member: \$1,299

* Registration rates are subject to change.

For information on DMA Membership, please call 212.768.7277, ext.1155 or email membership@the-dma.org.

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Learn to write clear, compelling copy. This fundamental course uses exercises, case studies, and real-life examples to help you streamline your copy in print and online and get the results you want, improving both immediate response and lifetime value.

www.dmacopywritingsecrets.org

Advanced Copywriting Seminar: Master the Fine Points of Writing

If you're looking for more advanced learning, and have previous DMA copywriting training, or at least five years of professional experience writing copy, this seminar is for you. You will learn the subtle elements of the writing craft to create great copy that truly motivates.

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