

PRE-SEMINAR QUESTIONNAIRE

Get the most out of your seminar. You'll receive a pre-seminar questionnaire which will help you determine pressing issues and prioritize your learning agenda. Email your questionnaire to your expert instructor prior to the seminar. Don't forget to bring your completed questionnaire to the seminar to ensure your questions and concerns are addressed.

SAVE \$\$\$ BY BRINGING YOUR ENTIRE TEAM

There is no "I" in TEAM. Each member of your team plays an important role in your direct marketing program. This seminar has something for each of them. You'll save \$150 off each registration when you send two people, and \$250 off each registration when you send three or more to the same session. The best benefit of this discount is enabling your staff to be on the same page at the same time. Contact DMA Customer Service at 212.790.1500 to receive your team discount.

FREE BONUS!

You will receive a workbook packed with over 200 pages of valuable information you can continually refer to back on the job. It includes proven techniques, checklists, guidelines, and a wealth of other tools for improving your company's results. Plus, there is ample space for you to take notes and highlight new ideas as they are presented during class discussions.

Attendees tell us this workbook alone is worth the price of admission!



YOUR SATISFACTION IS GUARANTEED OR YOUR MONEY BACK

You will be 100% satisfied with what you learn or we will refund your registration fee in full.† We can afford to make this offer because we know this seminar will exceed your expectations. It's part of our commitment to provide you with the highest possible quality in education and training.

George W. Markham
Director, Education Services

Direct Marketing Association, Inc.

† Requires written request within 30 days of the seminar.

Call 212.790.1500

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YOUR STAFF. YOUR OFFICE. OUR EXPERTS.

Customized Direct Marketing Training delivered right to your company.

How it works: DMA will provide you with your own personal **in-house training manager** who will work with you to develop the right training program for your organization, *your* budget, and *your* time frame. Then we will bring one of DMA's world-renowned instructors directly to your company. We have 25+ different seminars, so you can mix them up or focus on one specific area. It's easy, affordable, and gets the results you seek. Call your DMA specialized training manager today at 212.768.7277, ext. 1609, or email trainingmanager@the-dma.org. For more information visit www.dmainhouse.org.



ADVANCE YOUR CAREER WITH A CERTIFICATE IN DIRECT MARKETING

Through a wide variety of intensive and highly acclaimed seminars, you can gain the skills you need to maximize your work performance and give your career a boost! Please visit www.dmacertificate.org to get a listing of seminars in the program. For additional information or to receive an application please email DMcertificate@the-dma.org or call 212.768.7277, ext 1478.

Hear what your peers have to say about our Copywriting Seminars

“Secrets of Copywriting: Fundamentals for Direct Marketing”

“The writing exercises along with the instructor's feedback were great! The handbook was helpful and will be even more helpful when I am able to refer back to it in the office.”

Misty Craft
Communications Specialist
ALSAC/St. Jude Children's Research Hospital

“I left this class with a much stronger sense of what works in marketing and some great new implementation tools. I can't wait to start using what I've learned. Thank you for a very worthwhile experience. I have recommended this course to other members of my team.”

Anne K. Mulligan
Senior Art Director, Marketing Development
Trilegiant Corporation

“Group work is essential to the learning process. It's great to mold completely different points of view into one cohesive deliverable.”

CJ Kipper
Marketing Coordinator
Seattle Metropolitan Credit Union

Advanced Copywriting: Master the Fine Points of Writing

“Donna is fantastic. I recommend this seminar to anyone who takes copywriting seriously.”

Brian Schwartz
Senior Copywriter
Quin Street

“This was the most useful, most engaging seminar I have attended. I know I am leaving with tools and insights to make me a better marketing writer. I anticipate exceptional ROIs on my future copy.”

Maureen Silver
Marketing Writer
MyMedia Works

“I enjoyed using real samples to critique and discuss what works and what doesn't. Real life material that we actually wrote is more beneficial to study than copy done by well-known professional.”

Wendy Page
Copywriter
SKM Group

“Great examples of DM writing. Donna was very attentive and thorough in her explanation of core DM principles.”

Ed Richards
Creative Copywriter
Datamark, Inc.

Companies Who Have Previously Participated in DMA Copywriting Seminars

| | | |
|---------------------------------|---------------------|-------------------------------|
| American Express | GEICO Direct | Northrop Grumman |
| Anheuser-Busch, Inc. | Google | Pfizer, Inc. |
| AT&T Wireless Services | Hallmark.com | Pitney Bowes |
| Avon Products, Inc. | Harvard University | Scholastic, Inc. |
| Best Buy | JPMorgan Chase Bank | Spiegel Catalog, Inc. |
| CitiGroup, Inc. | L.L.Bean, Inc. | Time, Inc. |
| Computer Associates Int'l, Inc. | MetLife | TV Guide |
| Experian Direct Tech | The New York Times | Walt Disney Parks and Resorts |

Call 212.790.1500



TWO COURSES! Secrets of Copywriting & Advanced Copywriting

Boost Your Copy from Good to GREAT with these two courses!

At each seminar you will:

- Get your promotions critiqued
- Brainstorm with industry peers

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Secrets of Copywriting: Fundamentals for Direct Marketing



Advanced Copywriting: Master the Fine Points of Writing



www.dmacopy123.org

In-House TRAINING Available

Which Seminar is Right for YOU?

FUNDAMENTAL
Secrets of Copywriting: Fundamentals for Direct Marketing



INTERMEDIATE/ADVANCED
Advanced Copywriting: Master the Fine Points of Writing

Just starting out? Looking to recharge? Whether you write or manage the development of direct-response creative, you'll discover dozens of new ways to streamline copy and get the results you want. Learn how to truly motivate people to respond, create powerful branding concepts that take advantage of the various media, and develop offers consistent with your goals. More than just the writing of copy, you'll learn how to establish enduring relationships that maximize ROI.

Take your writing to the next level. Whether your current campaign works or not, you can boost results with better writing, offer enhancement, and more – both online and in print. Learn how to generate increased ROI through emails and snail mail, blogs, websites, and banner ads. See head-to-head tests that may surprise you...but will definitely lead to better copywriting on your part!

LEVEL OF EXPERIENCE

0 - 5 years

5+ years



Call 212.790.1500

FUNDAMENTALS

SECRETS OF COPYWRITING: Fundamentals for Direct Marketing 

Excite and engage with the secrets of copywriting. This fundamental course uses exercises, case studies, and real-life examples to help you write clear, compelling copy and get the results you want – in print and online – improving both immediate response and lifetime value. Recognize that great copywriting is based on more than just formulas, tips, techniques, and hot trends. Learn what truly motivates people to respond – and how to create powerful concepts.

Who Should Attend

Anyone who influences the development and creation of direct response copy, including:

- Account Executives
- Ad Directors
- Catalogers
- Creative Directors
- Copywriters
- Communications Managers
- Designers
- Marketing Managers
- Publishers

Benefits of Attending

- Develop winning copywriting techniques
- Adjust copy for B-to-B and B-to-C markets
- Achieve maximum click-through on your website
- Use words that will turn your prospects into lifelong customers
- Blow away common challenges that make writing difficult

Your Seminar Leader



Steven R. Tharler
Chief Guide,
THARLER DIRECTS

Steve Tharler is a direct marketing heavy-hitter with over 36 years of agency experience in strategy, concept development, and copywriting. He has written for numerous trade publications, lectured at many colleges, and spoken at and given workshops at various DMA conferences and meetings throughout the country. His clients have included IDG, MIT, Sloan Management Review, Amica Mutual Life Insurance Company, Polaroid, John Hancock, The Nature Conservancy, Joslin Diabetes Center, Combined Jewish Philanthropies, Steinway Pianos, NEC, Western Union, Business 2.0, NFPA, Salary.com and Citibank. Steve was also past president of the New England Direct Marketing Association and was their 1998 Direct Marketer of the Year.

BONUS

You can have a sample of your promotion critiqued during the seminar. Please bring 10 – 15 copies for the group to share.

Do you have a question for Steve?

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



Eligible for DMA's Certificate in Direct Marketing

OUTLINE 1

DAY 1

8:30 A.M. – 9:00 A.M. – Registration and check-in
9:00 A.M. – 5:00 P.M.

Get into Your Customer's Mind

- Where great copy REALLY starts
- Going beyond demographics and psychographics
- How to build your vocabulary based on needs
- Leveraging the power of branding and direct

Develop a Winning Concept

- Addressing customer needs, wants, fears
- How to turn features into benefits

- Examining lists, offers, and creative: key points

- Turning prospects into lifelong customers

- The importance of segmenting end user, decision influencer and decision-maker

- Know what you're really selling – and use this insight to create viable, compelling offers

- Creating the Selling Hypothesis and Positioning Statement – 2 building blocks of great creative

- How to avoid concept-development pitfalls

Never Underestimate the Power of Words in Direct Marketing

- Identifying – and overcoming – common challenges that make writing difficult

- Simple tips the pros use to break through writer's block and start writing

- Essential editing advice for making copy succinct, dramatic, and powerful

Apply the Long-Standing Principles of Effective Copywriting

- New challenges our "visual society" presents and how you must adapt your copy

- The information and resources you need to succeed – starting with the all-important creative brief

- Time-saving rules of thumb for clearer/sharper writing

- Writing magnetic subheads and heads

- What you should know about humor and puns

Develop a DM Package That's Right on Target

- How the typical DM package is a microcosm for all communications – and how to apply this analysis

- Tricks of the trade for getting envelopes opened

- Organize your letter copy and establish rapport with the reader – 2 useful formulas

- Your concept's great – but does the look and feel of your letter copy support it?

- How to boost response with titles for reply forms

- Lift letters and buckslips: adding new info/points of view

DAY 2

9:00 A.M. – 4:00 P.M.

Create Interactive Email, Ads, and Websites

- What the real purpose of the brochure should be

- How to stand out in a crowded marketplace using folds, die cuts, and other production techniques

- Which direct mail secrets work in the cyber world

- 4 E's for tackling your toughest challenges when writing "virtual" copy

- 8 truths about online media

- One of your toughest challenges: spam filters

- Achieving greater click-through – key techniques that will pay off big-time

- Why are some online ads more successful?

- How to make the most of limited, online-ad space

- Copy strategies for creating websites that are welcoming and easy to navigate

- How to integrate your media to give your campaign consistency, momentum, and oomph

- 9 important rules for writing successful online copy

- 10 proven ways to generate leads online

- What copywriting – and your job – is really all about in the end

NOTE: Topics are subject to change.

Start Applying This Career-Building Knowledge Right Now!

- Individual and group exercises to help you develop your newly enhanced writing, editing, and concept-development abilities
- Group critiques and discussions of samples you've brought from work — ideas and suggestions you can take back with you and put to immediate, practical use

INTERMEDIATE / ADVANCED

ADVANCED COPYWRITING: Master the Fine Points of Writing 

Fine-tune your writing and turn your DM package or email campaign into the "control" with the highest return on investment. You'll learn formulas for effective writing, how to avoid deadly copy mistakes, and how to get into your reader's mind. You need to make your offer *easy to understand* and *impossible to refuse*. It's well worth mastering the techniques of great writing whether you're working online or in print.

Who Should Attend

Anyone who has been writing copy for 5+ years and who influences the development and creation of the direct response copy will profit from this cutting-edge training.

Benefits of Attending

- See current examples of head-to-head tests to learn what's working now

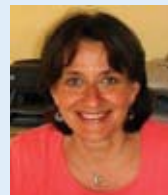
- Understand key placement of offer and benefits

- Learn why easy reading is hard writing and how to make YOUR prospect or customer stick with your email or snail mail letter

- Use revision, revision, revision to make your message shorter and more powerful

- Discover how to write sales-generating emails, blogs, banner ads, web sites

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 widely used 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 dstein@the-dma.org.



Eligible for DMA's Certificate in Direct Marketing

REVISED

OUTLINE 2

DAY 1

8:30 A.M. – 9:00 A.M. – Registration and check-in
9:00 A.M. – 5:00 P.M.

Learn from the Masters – online and in print

- Great moments in American letters, DM letters and emails – what you can learn

- Understand the importance of TESTING and developing new CONTROLS

- 11 ways to improve your offer and boost your results

- 23 ideas for testing premiums

- Where to place your offer

How to attract attention in 1 – 2 seconds

- How to get people to open your envelope or email and see what you have to offer

- 15 successful approaches for OE teaser copy or email subject lines

- The second most important component of your campaign

- 21 effective response form and landing page titles

Holding Your Reader's Attention

- Writing that all-important first sentence

- Sentence length, paragraph length

- The continuing importance of "now," "Free," "you"

- Key hot spots when a reader scans your letter or email

- Understanding the real difference between features and benefits, and what you are really selling

Why Revision is Key

- One word you can almost always eliminate

- Active vs. passive verbs

- Point of view, imagery

- Who should have the final say in copy revisions

- Does this make sense to the reader?

DAY 2

9:00 A.M. – 4:00 P.M.

Online vs. print copy – key differences and similarities

- The new world of online copywriting – how it's different from and similar to traditional direct mail

- HTML or text?

- A crash course in marketing by email

- How to write effective banner ads

- Effective subject lines and addressing

- Writing above the fold in an email

- Positioning of offer box in email

- Product placement in blogs

- Length of email vs. DM letter

- Use of images and hyperlinks in emails

Getting past Spam Filters

Mathematical Techniques for Determining Readability

- FOG Index and More

- What grade level are you writing to?

Checklists

- Brochures

- Catalog copy

- Response forms and landing pages

- Letter/email narrative approaches

- More!

EXAMPLES OF WINNING EMAILS, LANDING PAGES, AND MORE – ACTUAL TESTING RESULTS TO HELP YOU LEARN

NOTE: Topics are subject to change.

We invite you to bring your laptop.

You will enjoy a number of writing exercises to improve your writing skills.

4

WAYS TO REGISTER

ONLINE www.dmacopy123.org

CALL 212.790.1500

MAIL or FAX Download a PDF registration form from our website

REGISTRATION FEES [ask about group discounts](#)

DMA Member \$1,399

Non-Member \$1,699

NOTE: You must choose which one of the two seminars you'd like to attend. The registration fee is per attendee per seminar.

DMA Members
SAVE \$300

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

CEUs AWARDED

Continuing Education Units may be used as evidence of your new skills and education accomplishments. Attendees at this seminar earn .8 CEUs per day. You will be mailed your certificate of completion reflecting CEUs earned.

CANCELLATION POLICY

If you cannot attend an event for which you are registered, please send a substitute. Substitutions are allowed at any time and no fees are imposed. If you must reschedule or cancel your registration, please visit www.dmacopy123.org for each seminar's cancellation policy.

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