



Mike Stempien & Linda Kerwin - Owners

## May we have a word?

Things are constantly changing and with that, we all need to keep up with those changes. The effectiveness of many of these new tools and technology are incredible. We are able to accomplish a lot more with a lot less resources. In this newsletter you see examples of how working with effective copywriting helps market your business effectively. We can help in any situation when it comes to copywriting tasks. As you know, Minuteman Press – San Mateo is constantly staying current with it all. We have Customer Portals available for you to order your printed material online 24/7. We have Business Card Templates that virtually allow you to typeset

your own business cards and instantly proof the results so, reducing your efforts of ordering. Our Mailing Services are state of the art to help you save money when marketing by mail. Our Design, Print and Copy services are staffed with highly skilled technicians to get your job done right the first time. We've also added Promotional Items that can help you brand your business and get your name out there on apparel, pens, post-it notes, apparel, and even holiday cards and gifts. Contact us for more information.

Sincerely,  
Mike Stempien and Linda Kerwin  
650.377.0700

We want to take this time to wish you all a wonderful holiday season and a prosperous new year!



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## The Idea Corner

In marketing, a sense of urgency is a device to give readers a reason to respond quickly. When reading an advertisement, people have a tendency to procrastinate – to put the advertisement aside and consider it later. A sense of urgency helps overcome this tendency by providing a reason to act immediately.

There are two common ways to create a sense of urgency: offer a reward for prompt action, or assess a penalty for not acting. Some examples of a reward include a free gift for responding or a bonus with purchase; an example of a penalty is a limited supply of the product or service being offered or a sale that lasts for a defined period of time.

A sense of urgency works by creating scarcity – the reader must act by a given deadline or be among the established number of people to respond. The sense of urgency can be undermined if the deadline or other conditions are not strictly enforced.



## Writing That Sells: A Guide to Effective Copywriting

If everything begins with a sale, then we are all selling something to somebody. Some of us are selling products or services for cash, while others (such as charitable organizations) are selling the idea that their cause is worthy of support. Even people who offer things for free are selling something – that what they are providing is useful.

**Copywriting services**  
Copywriting is an essential element of any sales or marketing effort, regardless of the medium chosen to deliver it. Here are some typical projects that benefit from copywriting:

- *Printed sales material:* brochure, display ad, direct mail campaign, product description, sales letters
- *Printed informational material:* case study, white paper, newsletter article
- *Web sites:* landing and inner pages, SEO content
- *Social media:* blogging, Facebook, tweets

Besides creating original material, copywriting services may also include proofreading and editing of existing text. Proofreading checks for spelling, grammar and sentence structure – the basic elements that readers use to judge the quality of the writing. Editing looks at context and syntax – the elements that improve or hinder the reader's comprehension of the text. Neither proofreading nor editing includes rewriting, though.

**Effective copywriting matters**  
Direct response copywriting – using

the written or spoken word to get people to take some form of action – requires the same skills when used for traditional media (print, television, radio) or new media (web sites and social media). In addition, search engine optimization (SEO) is a new use for copywriting that is growing in importance.

When we are selling, communication with our audience is grounded in the mechanics of the sales process. One enduring description of the sales process is summarized by the acronym AIDA: get the reader's attention; engage his interest; create desire to own; and provoke action. The AIDA concept is attributed to E. St. Elmo Lewis, an American advertising and sales pioneer, who developed it in 1898 – well over 100 years ago. Based on customer studies in the U.S. life insurance market, the steps are still accepted as a description of four phases buyers follow when accepting a new idea or purchasing a new product.

Here is a way to apply the four AIDA steps to a copywriting project:

- *Attention:* Use a compelling headline to attract the reader's attention. Then use a subhead to reinforce the headline, and an illustration or photograph for emphasis.
- *Interest and desire:* Develop interest beginning with the first sentence of the body copy. Its sole purpose is to get the reader to read the next sentence. So focus



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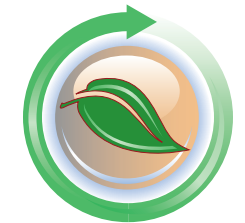
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