

# How much more profit could your company make if I could show you a way to increase the response rate to your current advertising by 10%...25%...or more?

Hello Susan,

My name is Peter Geisheker and I am a professional copywriter and marketing consultant. I am contacting you because I can help you improve the pulling power of your advertising without increasing your advertising budget. That's right. I am not asking you to spend more money on advertising. I am only asking you for an opportunity to enhance your current advertising so it produces better results.

My specialty is fixing advertising campaigns that are producing lousy results. What I propose is that I review your current advertising (sales letters, website, display advertising, etc.) and show you how incorporating direct response strategies into your advertising will make it produce far more leads and sales without costing you a cent more than you are paying now.

For example, let's say you buy two display ads in the same publication. Ad 1 costs you \$5,000 and it generates 7 leads and 2 sales that total \$700. Ad 2 also costs \$5,000 and it generates 78 leads and 24 sales that total \$8,400. Which ad would you rather have? The answer is obviously Ad 2. However, most businesses do not realize that their advertising could be producing far better results if it was written properly using scientifically tested direct-response marketing techniques.

## **Guaranteed Results or I'll Give You Your Money Back!**

To prove to you how confident I am that I can make your advertising produce better results, I will give you a full refund of my fees if the advertising I create for you does not generate at least 10% more leads and sales than your current advertising! With this offer you have everything to gain and nothing to lose.

If you want your advertising program to generate more leads and sales, please give me a call today for a free, no-obligation quote **(920) 471-1638**. Or, if you prefer, email me at [peter@geisheker.com](mailto:peter@geisheker.com).

I look forward to hearing from you Susan!

Warmest Wishes,

Peter Geisheker, CEO  
The Geisheker Group, Inc.  
(920) 471-1638  
[www.geisheker.com](http://www.geisheker.com)

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