

Eileen Coale Copywriter

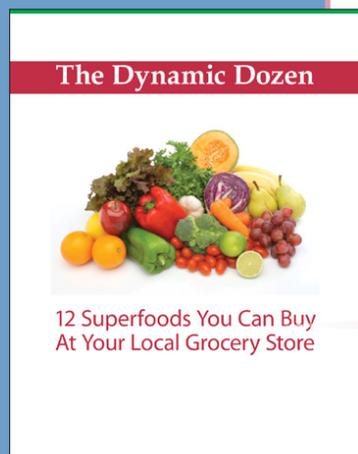


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Client: AppleBoost
Project: Special report
Objective: Encourage e-newsletter sign-ups

AppleBoost is a nutraceutical startup company whose main sales platform is the internet. When the client asked how to encourage web visitors to sign up for the company's e-newsletter, I suggested offering a special report as a bait piece. In addition to creating the report's concept, I also conducted in-depth research, wrote the report, and collaborated with the graphic designer.

The result? The number of newsletter subscribers grew rapidly, and requests for the report flooded in from both customers and prospects. Unsolicited reader feedback was universally positive.



COPY COMMENT 1 The client needed a report concept that tied in with the company's focus on nutrition for optimum health. I chose this theme to offer readers something of genuine value: a way to easily incorporate healthful changes into their diet. The report title, *The Dynamic Dozen: 12 Superfoods You Can Buy At Your Local Grocery Store* clearly communicates the report's benefits and value to the reader.



COPY COMMENT 2 The sample menu helps readers to visualize what a more healthful diet would look like. The sample menu also demonstrates how easy it is to work superfoods into the diet.

COPY COMMENT 3 The benefits of each superfood are clearly described. Each section includes supporting scientific studies that provide credibility.

Superfood #2: Berries, dark purple or red



The dark red and blue pigments found in blackberries, elderberries, chokeberries, and bilberries are what make these foods so nutritious. That's because the pigments contain a class of dietary phytochemicals (DPCs) called anthocyanins.

There are over 300 different known anthocyanins, and different subgroups of them have different effects. The anthocyanins present in dark red and purple berries wield tremendous antioxidant power, helping the body to ward off inflammation. Inflammation is believed to be a precursor to many diseases such as diabetes, cardiovascular disease, Alzheimer's, and even cancer.

Elderberry, a dark red berry, is well deserving of its nickname of "nature's medicine chest." It has been used for thousands of years in numerous cultures to boost the immune system and ward off viral and bacterial illnesses.

"I have unequivocally told people who are entering the direct marketing business that you should be the first person contacted and retained. I have a great level of trust in your judgment that allows me the luxury of bouncing all sorts of ideas off you knowing that I will get quick and honest feedback. You work quickly and finish what you set out to do. I never worry about sending people to you. I know you will treat them well."

Dave Copeland, Founder and President, AppleBoost
www.appleboost.com