

If you need **crisp, compelling, business-building copy**, I've got one good word for you . . .

A word cloud centered around the word "me." in a large, bold, red font. The word "me." is the central focus, with a period at the end. Surrounding it are various business-related terms in different sizes and orientations, all in a grey font. The words include: "Inspiration", "Strategic", "Creative", "Needs", "Experience", "Visionary", "Clever", "Brainstormer", "Expert", "Emotional Appeal", "Clarity", "Wants", "Vision", "Talent", "Out-of-the-Box", "Targeted", "Direct Mail", "Entrepreneurial", "Powerful", "Urgency", "Engaging", "Innovative", "Resonant", "Marketing Savvy", "Insight", "Ideas", "What Box?", "Evocative", "Buzz", "Crisp", "Compelling", "Business-building", "Copy", "Good", "Word", "For", "You".

Expert

What Box?

Insight

Inspiration

Marketing Savvy

Ideas

Resonant

Strategic

Creative

Needs

Evocative

Buzz

me.

Clarity

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Vision

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Urgency

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Entrepreneurial

Powerful

Targeted

Direct Mail

Brainstormer

You'll get more from a copywriter who gets it.

Specifically, you'll get:

- ▶ A proven pro who has partnered with many agencies and designers to create cut-thru-the-clutter business-building work.
- ▶ Someone who knows how to write “response-ably” – with crisp, captivating, and compelling copy that gets readers engaged from the get-go.
- ▶ Someone who understands your customers’ needs, desires, hopes, and pain – or will strive to gain that insight.
- ▶ Someone who can work well independently – or with your creative or marketing team.
- ▶ Someone who can deftly execute a creative brief – or create strategically sound marketing tools without any more direction than “Go do it!”

What can I write right for you?

Concepts, copy, content, whatever you need. Here are some of the marketing “power tools” I can help develop:

Online

- ▶ Banner Ads
- ▶ Blog Articles
- ▶ Content
- ▶ E-Blasts
- ▶ Landing Pages
- ▶ Microsites
- ▶ PPC Ads
- ▶ Tweets
- ▶ Website Makeovers
- ▶ Websites

Print

- ▶ Ads
- ▶ Brochures
- ▶ Case Studies
- ▶ Catalog Copy
- ▶ Collateral
- ▶ Corporate Presentation
- ▶ Folders
- ▶ Direct Mail
- ▶ Headline Ideas
- ▶ Lead-Generating Articles
- ▶ Magalogs
- ▶ Newsletters
- ▶ Postcard Promos
- ▶ Press Releases
- ▶ Sales Letters
- ▶ Taglines/Product Naming

And more . . .

- ▶ Copy Critiques
- ▶ Corporate Communications
- ▶ Creative Brainstorming
- ▶ Ghostwriting
- ▶ Marketing Strategy
- ▶ Project Management (design & copy)
- ▶ Proposals
- ▶ Radio Spots
- ▶ Video Scripts

Client Comments

■ ■ ■
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“Alan has consistently been a key creative resource for us. He quickly grasps the key value points of any product or service and invariably provides imaginative and effective copywriting solutions. What’s more, working with Alan are just more fun.”

— Donna Doyle, Doyle Direct

“Alan gets it right the first time, and his writing is engaging, clear, and on-target. He’s one of the most powerful weapons on our marketing team. Plus — his turn-around times are amazingly fast.”

— Steven Schragis, Founder/Director,
One Day University

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■ ■ ■

— 25 Ways It Seriously Pays to Use Me —

1. **Save overhead.**

An independent consultant gives you the flexibility to hire help when you need it — without increasing your overhead when you don't.

2. **Sell more.**

More “response-able” copy will pay for itself — many times over and above my very competitive cost.



3. **Fresh perspective.**

Think you've thought of every creative angle? Think again!

4. **Easy to work with.**

I listen well, work well with all kinds of people and am “non-attitudinally challenged” — at least on a good day.

5. **Minimal risk.**

No long-term commitments. Love me — or leave me.

6. **Because next week might be too late.**

Meet with me before there's an immediate need, so I'll be better able to hit the ground running when there is.

7. **Real-world experience.**

I started and ran my own catalog company for nine years — and I've been freelancing full-time for more than ten. Few other copywriters have that experience — or level of marketing expertise. And, like the late, great Dizzy Dean said, “It ain't bragging if it's true.”

8. **Strategically savvy.**

Sure, I'm creative — especially when it comes to translating “marketing speak” or a creative brief into crisp, cogent and captivating copy.



9. **Versatile.**

I'm experienced in a wide range of formats (DM packages, ads, articles, brochures, online content, newsletters), industries, and styles.



10. **Knowledgeable.**

As a voracious reader, I bring a vast knowledge base of advertising strategy, marketing savvy and past client experience to the table. My MBA in Marketing doesn't get in the way (too much) either.

11. **Excellent research skills.**

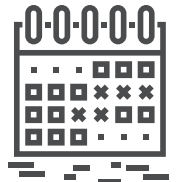
If I don't know it, I can find out about it — fast. And with more facts at my command, I can persuade better on paper, or wherever.

12. **Quick on the uptake.**

It's my job to get up to speed quickly — and I do it very well.

13. **Deadline dependable.**

I won't make any commitments that I can't keep, and, as a self-employed professional, I will go the extra mile (hour, night, etc.) to keep you satisfied.



14. **Keen sense of humor.**

It may not always show up in the copy, but it does make it more fun to work together.

15. **Brilliant brainstormer.**

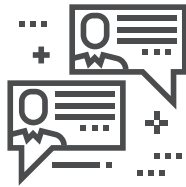
Taglines, headlines, product names, whatever. In a group or at my home office alone, I am great at thinking out of the box, backpack, or cubicle.

16. **Technologically well equipped.**

E-mail, fax, power-user notebook, smartphone, Fed Ex account, USB sticks, PDF files, very cool pens? Yeah, I've got 'em. And I know fun & far-out, and even business-relevant website like you wouldn't believe!

17. Excellent verbal communication skills.

Enough said!



18. Enthusiastic & positive.

See #14.

19. Good at taking direction – or winging it.

However detailed (or not) your creative direction is, I can run with it. If there's something I need to know, I'll ask – but I can also make reasonably intelligent (or better) assumptions.

20. Extraordinarily efficient.

With my time – and yours. And, with multiple clients to serve, I've been “multi-tasking” since that term was invented.

21. Available for travel.

I can meet and/or work with you onsite, offsite, or at a secret destination to be revealed after I sign your nondisclosure agreement.

22. Marketing savvy.

DM secrets. Irresistible subject lines. Landing pages that are virtual sales magnets. Words that engage, motivate and attract Google spiders like sunflowers attract bees. I've read the books, clipped and filed the articles – and I've been applying it all to the best of my ability for over 10 years.



23. Proven.

Not to you – not yet anyway. But I'm eager to change that, and I do have more than a few grateful clients whom I can refer you to.

24. Proud.

I recognize and appreciate that, directly or indirectly, every client I work for is, in a sense, entrusting me with his or her business. And I have a genuine commitment to producing work that merits and rewards that trust.

25. The A2Z Factor

This includes all of the intangible factors of using someone who brings all of the above qualities to the table – and then some! How valuable could all this be to your clients or to your organization? There's really only one good way to find out – call me soon. I will do my very best to keep you calling me back.



**Seriously. I'm waiting.
845-362-8445**



Get your copy right.

As an expert, experienced, and extremely “response-able” copywriter-on-demand, my high-impact copy will probably do a helluva lot more for you. How much more? That's the key question. Fortunately, there is one good way to find out – just call me today!

Alan Zoldan

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