

Sample: E-newsletter Ad

Client Guidelines: Write an e-newsletter ad that motivates response to get 1,500 leads.

Ad specifications are as follows:

- Headline no more than 80 characters in length.
- No subheads.
- No visuals. (This is purely a text ad.)
- The body copy must not exceed 110 words.
- One link only to the offer. The headline and body copy must do all the work in motivating readers to click and respond.
- The “click here” link takes the reader to a landing page to fill out a reply form and download the white paper.

The ad will appear just below the main article in the *Selling Power* e-newsletter.

Details on the white paper offer:

- Title: ***3 Strategies for Getting Sales Appointments with VPs.***
- Target audience: Sales managers, sales directors, VP sales - anyone who manages a sales team.
- Problem: Selling to the VP level is difficult because these people are so busy and resistant to agreeing to an appointment. However, if you sell a high- priced product or service that requires approval at the VP level, then you must break through somehow and meet with the VP. Otherwise, you won't make a sale.
- Problem: Managers struggle to train their sales teams on how to set appointments with VPs.
- Solution: The white paper teaches three field-test strategies for setting more appointments with VPs.
- Proof: These are the same strategies used by such all-star sales teams as IBM and NCR.
- Unique feature: The white paper includes two model emails that can be adapted for use in reaching VPs.
- Call-to-Action: Click the link to get instant access to the white paper via download.
- The white paper is 9 pages and published in PDF format.

This is the resulting ad:

Get Appointments with VPs! You Can't Close 'Em If You're Not In Front Of 'Em.

Breaking through to VP level decision makers is one of the toughest things to teach salespeople. Yet without access to VPs, their chances of closing the sale are minimal at best. You can solve this problem with our free white paper ***3 Strategies For Getting Appointments With VPs.***

Learn the secrets of some of the world's top sales organizations, like NCR and IBM, who use these same strategies. You'll learn 3 field-tested strategies for getting more appointments with VPs. In this 9 page PDF format report you'll even get 2 model emails you can adapt for use in reaching VPs.

Click [here](#) for your FREE instant access download.