

Full-Time Copy Slave For Hire!

Have Mule . . . Will Travel!

Eager and willing to . . .

- Move to Bumf#\$&! Egytp . . .
- Work my ass (not my mule) off . . .
- Exceed “impossible” deadlines . . .
- Beg for more when Clayton (or Wendy) gleefully tears my copy to oblivion . . .
- Willing to work for peanuts . . .

. . . just for the change to work with a real, live direct response top gun and hero?

I asked myself . . .

“Am I freakin’ nutz for even considering packing up moving my family and possessions, carelessly abandoning long time friends and neighbors—to the dark side of the moon and for peanuts at that?”

Hell Yeah!

From: Emette E. Massey
Future Copy Cub At Large

Dear Mr. Makepeace,

The word’s out: You want another whipping boy uh I mean copy cub.

This can mean only one thing. Your trick little enterprise is growing so fast it'd make even Jeff Gordon shudder.

My God, what are you feeding that thing? Liquid marketing or what?

Quite frankly, that scares me a bit!

But perhaps . . . just maybe . . . you really do know your stuff! After all Bob Bly, Gary Bencivenga, Michel Fortin and nearly every other top marketing player give you their highest accolades. And you clients, well they practically bow down at your feet!

Yeah, some might firmly believe that I've jumped aboard the crazy train but this would be the smartest move I could ever make! And this is precisely why . . .

I Want To Be On Your Team!

I'll prove that I'm willing and able to carry my weight, your weight—and do anything else to show you how serious I am about joining your entourage. In my heart I know it's right.

Here's why:

- ***Say you're up at 4am—I'll be waiting on ya!***
- ***Clean office dog poop—a walk in the park compared to cleaning the morgue (yes, I actually had a job doing this at one time)***
- ***"Impossible deadlines"—try spending 24 getting a critical piece of military equipment on a US Navy ship back in ops and then be ready for muster without skipping a beat!***
- ***Smile when the boss rains on your parade—well I'm married, what can I say! Yes, I do love my wife (she's good as gold and proofing this for me)***
- ***Working for peanuts—hell I'm doing this NOW with little possibility for more!***
- ***Move to Appalachia—I'm practically your neighbor just down the hill in Lenoir, NC. And besides my sweet, beautiful, loving wife is looking for any excuse to live in the mountains!***

But here's the thing. We both know "talk" is cheap. And I'm sure you want to hear about some solid direct response experience and skills.

And quite frankly I'm also sure you'll find scores of highly "educated applicants" who'll talk it up. A few might even be somewhat better at "persuading on paper" than myself.

But don't let them fool you cuz . . .

These guys are mostly prima donnas. Secretly they think they know it all. Plus they're difficult to work with. What these folks have in "ability" I make up for in enthusiasm, hard work and willingness to learn this biz!

You won't find anyone with *more passion, more dedication, more motivation and willingness to master salesmanship in print*—the kind you've mastered and taught your cubs.

Anyone who's remotely serious about aligning themselves with direct response excellence would be truly insane not to apply!

But ultimately our application letters will separate the wheat from the chaff.

Truthfully, I do have limited experience (primarily using myself as a test monkey).

Why not see for yourself. Here's an example of my copy:

<http://www.emettesmassey.bravehost.com/>

Actually I haven't done much to promote this site deciding instead to really sharpen my copywriting quill. And low and behold—The Total Package came just at the right time. Thanks, by the way!

As far as "formal" education is concern—uh I'd rather not talk about it. Let's just say I had other interests and the US Navy took over from there.

The Yellow Brick Road Years

Good things do sometimes surface. Some years later after Uncle Sam was done with me, I was bitten by the mail order bug and discovered (on a small scale) that you could send letters to people and they will sometimes send you money back!

It's been an obsession ever since. But I got side tracked playing drum in a rock band, babbling in real estate, and married twice (this one's a keeper).

During the past several years however, I've immersed myself in the old masters. You know the ones . . . Ogilvy, Caples, Collier, Sackheim, and Hopkins.

Currently I've been sucking up everything I can find by a select few modern day heroes including . . .

Joe Sugarman, John Carlton, Gary Bencivenga, Gary Halbert, Jay Abraham, and of course one of my all time favorites . . .

Clayton Makepeace

My passion meets the pavement. Seems I live and breathe direct response. If I'm not writing out proven controls, I'm constantly reading and studying copywriting, sales or direct marketing—but that's not all.

You see Clayton, everyday I'm working on building my direct response skeleton. I just need a good copy chief to help flesh this thing out!

My wife Claudia gets tired of hearing about my latest marketing ideas. In fact, I believe if you asked . . . she'd pay you to take me on . . . just to get some peace and quiet!

I know you crave, in fact demand only the best from your cubs.

You want your cubs to produce a decent ROI, as you should. With my burning desire to become an excellent copywriter and marketer and your Total Package team of profit mercenaries the odds are in our favor! After all, you're not doing this for your health.

So Here's The Deal

Clayton try me out, put me through the wringer as you newest whipping boy . . . and I can sincerely promise . . .

I'll bring to the table the 'git-er-done' attitude, total dedication, creativity, honesty, and drive necessary to make the Profit Center even better. And I believe you'll find I'm a pretty likeable dude too.

In fact, I'll go one step further—if I don't live up to your strict standards or expectations in very short order—*no matter what the task whether it be writing the most challenging assignment, cleaning the office, mowing your yard, detailing yours and Wendy's Harley or whatever*—I'll pack up the mule and the fam and we'll cheerfully part as friends and call it a day!

Let me do my part to make Responsive Ink even bigger and better. So, what do ya say? Call me today at 828-757-2984 and I'll cheerfully answer any questions you may have!

Yours for black ink,

Emette Massey
Copy Cub In Waiting

P.S. What the heck are you waiting for? This "copy slave" is burning to take on some exciting new chores, reduce your work load and put more *Total* in The Total Package! Call me at 828-757-2984 that's the number for relief. And besides *Fred* the family mule is getting a bit restless!