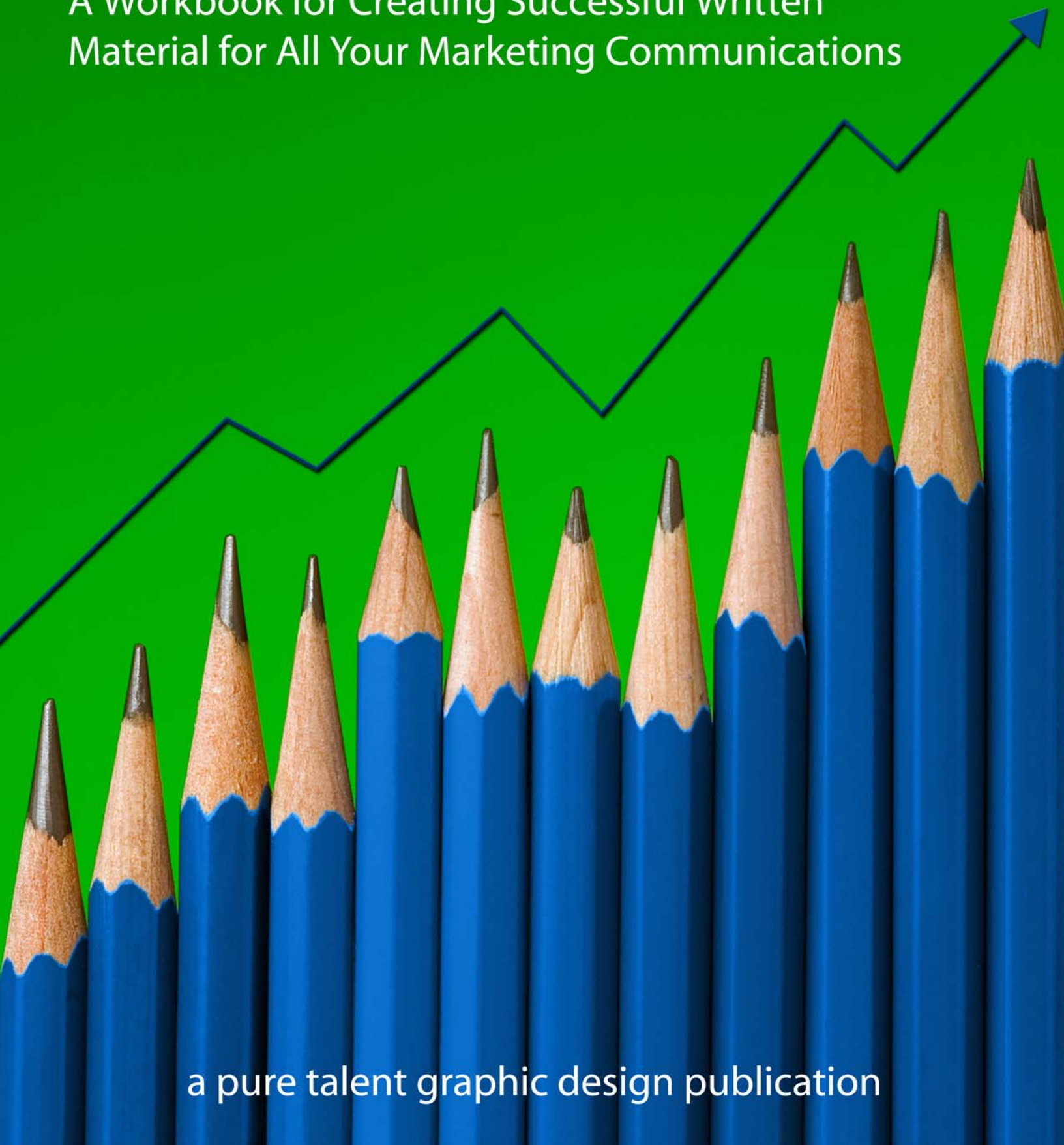


Writing That Sells!

A Workbook for Creating Successful Written
Material for All Your Marketing Communications



a pure talent graphic design publication

INTRODUCTION

To reach success with your marketing material, Pure Talent Graphic Design suggests that you follow the proven techniques of AIDA. AIDA stands for: attention, interest, desire and action. This method for writing sales copy stresses the importance of grabbing the attention of your audience, holding their interest, stimulating their desire and enticing them to take action in the form of a call, visit, or an order.



This workbook is provided by Pure Talent Graphic Design, a full service design studio with 17 years of experience specializing in helping small business owners succeed through professionally designed marketing communications. Pure Talent successfully produces business logos, business cards, stationery, brochures, catalogs, newsletters, posters, direct mail, advertisements, reports, and web sites. Other services include copywriting and contracting for printing and web hosting services.

Pamela Towns
Owner/Designer
Pure Talent Graphic Design
Phone/Fax: 301-292-3258
ptowns@puretalent.net
www.puretalent.net