

Over 25 years of hard-hitting, sales-packed, award-winning radio spots. Call RadioWriter today for a free quote on your next campaign. (405)206-4767

RADIOWRITER

When's the last time a piece of radio copy gave you goosebumps?

RadioWriter 1413 NW 183rd Terrace Edmond, OK 73012 Bill's Cell: 405.206.4767

Wow! What a combination!

We **write** radio spots. You **run** radio spots.

Lately we're getting more and more calls from retailers asking if we can come up with a campaign, a concept, or even a single spot that will work for their prospects, customers, and market.

We always say "yes," and they're always delighted with

the results.

And why not? *They work!* Need a spot? Need a campaign? Need an idea? Call us. We're professional, reasonable, and faster than a scalded cat.

And we guarantee you **will** be happy with the spots.

This is poor pitiful me before I found RadioWriter. Miserable, stupid, fat, broke, and alone.



This is after a few short months as a RadioWriter client. Rich, trim, popular, and smart.

How a chance phone call and RadioWriter rescued my retail operation and saved me from a life of shame

As I tipped the evil-smelling bottle to my lips, the phone rang. It was a lady friend I hadn't seen since my salad days.

"What up?" she asked.

"Nothing much," I gurgled. "Suicide is all. Ha, ha. Who'll notice?"

"Hold everything. I'll be right over."

I could see distaste written all over her face as I let her into my seedy flat. Her pale blue eyes misted as she saw my anguished form. She took my hand gently and sat down.

"Tell me about it," she whispered.

FLASH: HOW CAN YOU MAKE YOUR RADIO SPOTS TWICE AS EFFECTIVE?

Simple. Make your copy twice as effective. Call RadioWriter.

What clients say about RadioWriter

"They were right on target!"

"How do they write so good and cost so little?"

"Can I have peanut butter with mine?"

"Powerful ammunition for a sale event!"

"I'm tellin' you, pal. These guys are good!"

"Had a sales slump I couldn't crawl out of. Got a RadioWriter campaign and sales shot up!"

Sales Managers! Is there a tool you can available to you that will dramatically increase your business? One that will...

...bring in more new business, bring more people in the doors, and get those fence sitters off their duffs and onto your station?

You bet there is. Give them a spot their prospect can't wait to get on the air. After that, everything is rationalization.

If you're currently just giving your salespeople facts and figures, you're forcing them to make sales based on argument and rationalization. But they're not lawyers or CPA's. And nothing is harder than trying to justify a radio buy based on cold, hard facts – unless, of course, you have the best figures and the best prices in the metro for your client's specific target market. And how often does that happen?

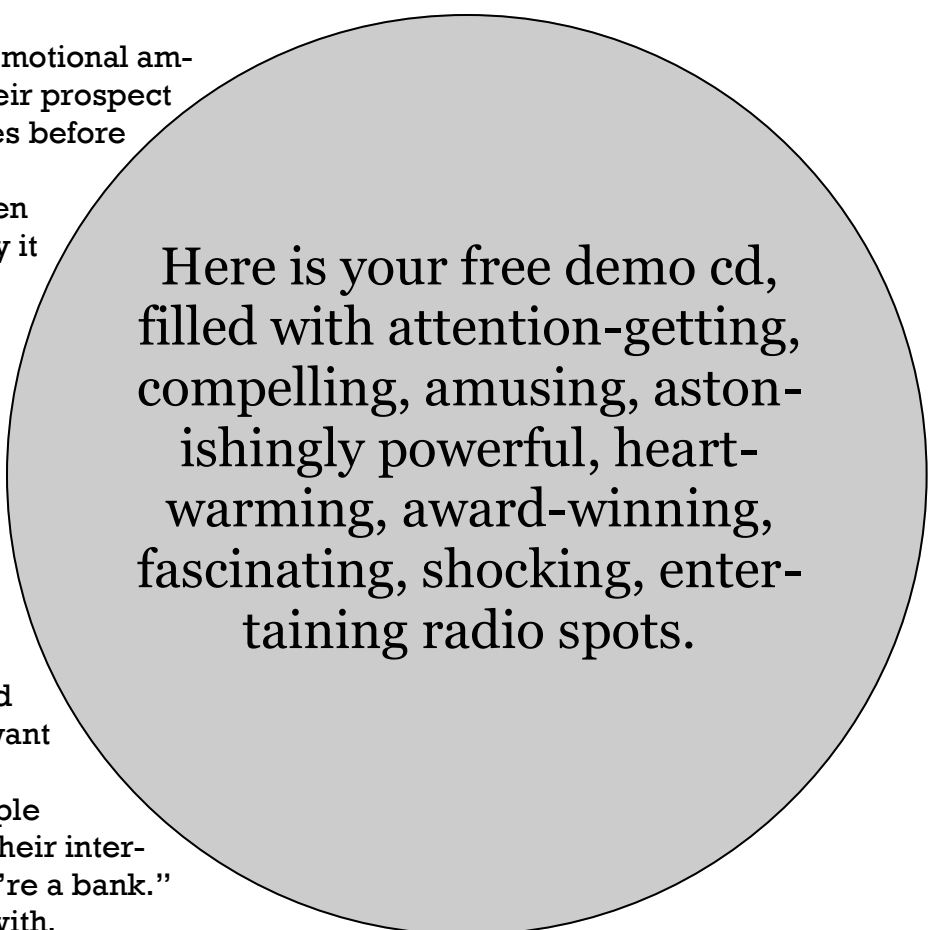
So give your people some emotional ammunition. Give them a spot their prospect wants to hear half a dozen times before he starts talking figures.

A spot he wants to keep when your rep leaves, so he can play it for his GM, his secretary, and his wife. A spot people will talk about. A spot that makes him a hero. Because he knows the guys in his four-some aren't going to slap him on the back and tell him what a great schedule he's running.

Enclosed are a few recent spots we created and produced from scratch. That means the client generally said something as helpful as "We want to tell people we deliver pet food," or "We want to tell people we've got a better solution to their internet problems," or simply "We're a bank." We don't need much to work with.

Don't let the light approach fool you; these spots are packed with salespower. What could your salespeople do with ammunition like this? There's only one way to find out. As far as cost goes, We can usually write an original spot for about \$150, which you can bill to the client after he buys that million-dollar schedule.

We've included a very short form for your reply. Please take thirty seconds to fill it out, drop it in the stamped envelope, and mail it to us. Thanks.



Here is your free demo cd, filled with attention-getting, compelling, amusing, astonishingly powerful, heart-warming, award-winning, fascinating, shocking, entertaining radio spots.

Note: these commercials are so powerful, so appealing, we've had a serious problem with CD's being ripped off the pages of our newsletters before delivery to the recipient. If this has happened to you, please check the "Send me a danged CD" box on the enclosed card and drop it in the mail

How RadioWriter saved me, continued

Seeing her there, so crisp and trim in her Guess jeans and Pucci shirt, took me worlds away – back to the finest day of my life. The day we both graduated from college, and I took over my daddy’s bustling radio station.

So I told her, in a broken voice, of the disappointments, and the declining sales curve, and the discontent among the employees. I told her of the evaporating economy, of vanishing markets and rising costs. Of commercials that supposedly ran, but seemed to just lay there, instead. And of how I finally hit bottom, picked up by the police for threatening a media buyer with sudden immolation if she didn’t buy a schedule.

As I told my sad tale her look changed from pity to shock.

“Raoul! You mean you haven’t heard of RadioWriter?”

My vacant stare was her answer, but I said “Huh?” anyway.

“RadioWriter, you poor disgusting thing. They write radio commercials.”

“I’ve hired writers. All they did was get me deeper in debt.”

“These guys are different. Their stuff works. On clients, and on listeners.”

Looking into her honest magenta eyes, I knew Frenetta was convinced this RadioWriter outfit could help me. For her sake as much as my own, I picked up the phone.

Today I’m back on top of the world. Rich, successful, cultured, popular, and in love. Oh, yes. Frenetta and I were married, on the happiest day of my life.

Business is booming. Our clients love us, Their friends all compliment them on their wit and taste. I’ve lost fifty pounds.

Can RadioWriter do for you what they did for me?

They have some phenomenal success stories to tell you. None, probably, more phenomenal than mine. But then mine isn’t true; the others are. And there’s only one way to find out. Call them. Write them. Talk to them. Listen to their work, and their ideas.

From:

Return
Postage
Guaranteed

RadioWriter
1413 NW 183rd Terrace
Edmond, OK 73012

RADIOWRITER

A Division of Rent A Writer, Inc.
1413 NW 183rd Terrace
Edmond, OK 73012

Mailing label

**For an immediate response, please call Bill at 405.206-4767
or email us at radiowriter@rentawriter.com.**

Please complete this form and drop it in the mail today

NAME: _____

COMPANY: _____

TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____

TELEPHONE: _____ FAX: _____

I NEED SOME SPOTS RIGHT NOW! _____ CALL ME, LET'S TALK _____

SOMEONE TOOK MY DANGED CD! _____

(Please print or at least write fairly legibly. Thank you)