

Eileen Coale Copywriter



Coale Communications
www.thenaturalhealthcopywriter.com
410-757-0821 • 1-888-893-0821

Project: 12-page sales letter

Objective: Generate orders of a CoQ10 supplement

This 12 pages sales letter was part of a direct mail package that also included a lift letter, flyer, envelope teaser copy, and response device. The manufacturer of this supplement mails millions of pieces per year.

You gave them your trust ...
They swore an oath ...
But when they promised to

"First Do No Harm"

THEY LIED!

Urgent Bulletin from the desk of:
Michael Cutler, MD

Re: The medical community's shocking negligence that could adversely affect your heart health

Dear [personalized name],

Every single day, approximately 40 million people just like you take statin drugs such as Liptor[®], Zocor[®], Crestor[®] and others to manage high cholesterol. If you're taking a statin drug, no doubt it's because you take your health seriously. After all, the medical community has been saying for years that high cholesterol is linked to heart disease, heart attacks, and a host of other medical problems.

And yet, there's something the medical community is probably not telling you - and you have every right to feel BETRAYED about it! With every dose of statins you take, you may actually be harming your heart health! You may actually face increased risk of conditions like congestive heart failure... heart arrhythmia... high blood pressure... hardening of the arteries... and more!

Let me introduce myself. My name is Dr. Michael Cutler. I'm a Board Certified Family Physician specializing in chronic degenerative diseases. Throughout my career, I've dedicated my efforts to empowering people to take charge of their own health. The key is education and information - and that's exactly why I'm writing to you today.

I've reviewed the medical research on statin drugs, and I'm not advocating that anyone discontinue using them (unless their physician advises them to.) Statin drugs can be helpful in the treatment of high cholesterol.

But **statin drugs pose a very real risk**, and here's why.

COPY COMMENT 1

The headline taps into one of the dominant emotions of this demographic group – cynicism about and mistrust of the medical community at large.

COPY COMMENT 2

Every single day, approximately 40 million people just like you take statin drugs such as Lipitor[®], Zocor[®], Crestor[®] and others to manage high cholesterol.

The lead practically calls out prospects by name – anyone using a statin drug. By mentioning each drug by name, it makes the prospect who is taking that drug take notice.

COPY COMMENT 3

And yet, there's something the medical community is probably not telling you – and you have every right to feel BETRAYED about it! With every dose of statins you take, you may actually be harming your heart health! You may actually face increased risk of conditions like congestive heart failure...heart arrhythmia...high blood pressure...hardening of the arteries... and more!

Fear is a key motivator for this market segment. This paragraph also continues to stir up the reader's mistrust of institutionalized medicine.

Award
winner!

This direct mail package won an Honorable Mention at the Power Marketing Summit in Washington, DC, in April 2006. Each entry was evaluated and judged by Clayton Makepeace, one of the world's most renowned direct response copywriters.