

Massive Response Marketing



Information

- 1 Clear USP (as a testimonial)
- 2 Focus on Them, Not You
- 3 Testimonials (Social Proof)
- 4 Short & Easy to Remember URL
- 5 Headline



Response

- 1 Tracking Phone Number
- 2 Strong CTA (call to action)
- 3 Friendly Picture (a 'Real' human)
- 4 Large & Clear Number
- 5 Odd Number of Previous Clients (5784 not 80)



Offer

- 1 Simple Call to Action (one thing)
- 2 Clear Benefits
- 3 Specific to Target (speaks to audience)
- 4 100% Satisfaction Guarantee
- 5 Odd Numbers (more believable)

5 **PROFESSIONAL AUTO CARE**

2 **"How Would You Like To SAVE UP TO 37% On Your GARAGE Business Insurance."**

Phil Has Been Saving Garage Owners Up To 37% Or More So Call Him Right NOW!

3 **"Garage Insurance Expert"**
Nobody SAVES New York Garage Owners MORE Money

Compare Our Rates To Your Current Policy	
Building Coverage	\$615,000
Tools & Equipment	\$150,000
Liability Coverage	\$1,000,000
Garagekeeper's Coverage	\$100,000
Loss of Income	Actual Loss - 12 months
TOTAL ANNUAL PREMIUM	\$2,829.00

2 **CALL 1-800-875-0541 NOW!**

4 **100% Satisfaction Guarantee**

5 **24-Hour Emergency Claims Service**

Quote Disclaimer: This is not a policy or an offer to insure! This is just an estimate based on features from state records. Actual coverage amounts and premiums may vary based on actual data, building features and other factors. All quotes are subject to favorable loss control inspection and favorable claims loss runs.

FRONT

PROFESSIONAL AUTO CARE

"How Would You Like To SAVE UP TO 37% On Your GARAGE Business Insurance."

Phil Has Been Saving Garage Owners Up To 37% Or More So Call Him Right NOW!

5 **"Garage Insurance Expert"**
Nobody SAVES New York Garage Owners MORE Money

1 **Our 4,259 Satisfied Clients Say It Best...**

3 **"Phil's program gave me more coverage for a lot less than I was paying before. Thanks Phil!"**
— James J. Salamanca, NY

3 **"Phil certainly knows insurance! The right coverage and big savings!! I'm still saving after 4 years and couldn't be happier!"**
— Mike F, Buffalo, NY

1 **CALL 1-800-875-0541 NOW!**

4 **NYRepairShopInsurance.com**

1 **ROBERT BRITTON**
PROFESSIONAL AUTO CARE
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BACK

Helpful Resources

FONTS

Arial Black, Tahoma or Verdana

HEADLINE

48pt

PAPER

Bright Colored: Orange, Yellow, Green

DESIGN

Fiverr.com for Layout and Design
(Only 5 bucks!)

TRACKING PHONE NUMBER

Kall8.com or Callfire.com

PRINTING/MAILING/FULFILLMENT

Selby Marketing or Information Distributors

SIZE

8.5" width x 5.5" Height Landscape
printing Presorted Standard Postage
(Use A Real Stamp)



MARKETING
AUTOMATION GROUP