
Join us for 90 minutes of winning tactics, strategies, examples and case studies on how to make even the smallest marketing budget infinitely more effective.

(<http://www.whatsworkingnow.net>)

Hi (First),

Wish you had a bigger marketing budget?

Don't we all.

Interested in proven ways to "get more bang" from the budget you do have? Now you're in luck.

A SPECIAL PROGRAM FOR SKINFLINTS, MISERS, PENNY-PINCHERS -- AND THE PEOPLE WHO HAVE TO WORK WITH THEM.

But seriously...

Alan Rosenspan has been helping companies large and small improve direct mail response rates and ROI for more than 25 years. Now, in his first What's Working NOW! webinar event he'll share with you the key drivers, principles and innovations behind this success in his program entitled...

"HOW TO DO EFFECTIVE DIRECT MAIL MARKETING ON A LIMITED MARKETING BUDGET"

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For complete details and to register please visit:

(<http://www.whatsworkingnow.net>)

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Rosenspan, winner of over 100 awards for creativity and results and developer of the Creative Strategy course for the DMA, will reveal dozens of proven, practical ways for stretching your marketing dollars. And, substantially improving your response rates.

For example, you'll learn

- * Two low-cost formats that consistently beat out larger, more "creative" packages.
- * Tested tips for pulling more than one response per mailer.
- * How to use e-mail as a low-cost testing tool, before you spend a dime on direct mail or print.
- * How you can double the effectiveness of a postcard mailing.
- * What American Express learned about letters – and how to get people to actually read yours and respond.
- * Five budget-friendly tips for creating irresistible offers.
- * A proven technique for identifying prospects more likely to buy RIGHT NOW.

All this, plus case study results, examples, valuable bonuses

for early registrants, a money-back guarantee, giveaways, your questions and much, much more for only \$119.

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Whether your marketing budget is \$2000, \$200,000 or well into seven figures...this program will show you how to use every dollar more effectively. The bottom line? More leads, more sales and more profits for your business.

Thanks for opening and reading my email.

I look forward to seeing you online on December 11.

Sincerely,