Retail Network Copywriting Internship

Marley Kalt August 2013 How to write jaw-dropping, awe-inspiring content that makes readers choose Retail Network first

Steal attention

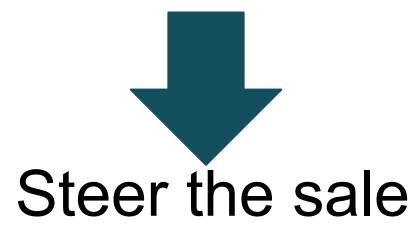
a. Headlines

b. Subject Lines



a. Product/Press Releases

b. Emails



a. Call to Action

Steal attention

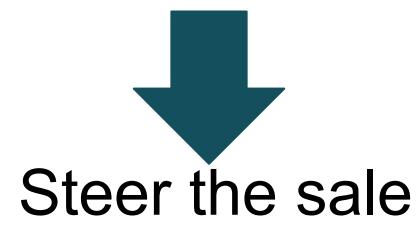
a. Headlines

b. Subject Lines



a. Product/Press Releases

b. Emails



a. Call to Action

Steal attention: The Headline

Get creative!

You have one second to attract an audience

Don't sell the product; sell the content you've written

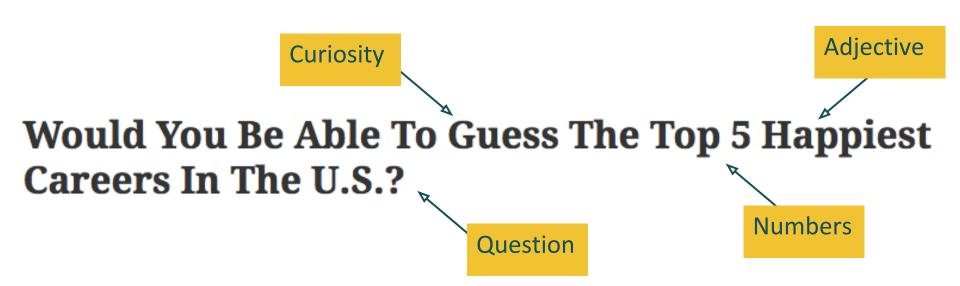
Steal attention:

6 lightning-quick steps to write a slam-dunk headline

- 1. Adjectives
- 2. Curiosity
- 3. Sell the benefits

- 4. Urgency
- 5. Questions
- 6. Numbers

Steal attention: 6 lightning-quick steps to write a slam-dunk headline



Source: Upworthy.com

Steal attention: 6 lightning-quick steps to write a slam-dunk headline



Source: Buzzfeed.com

Steal attention:

6 lightning-quick steps to write a slam-dunk headline

109 Ways to Make Your
Business Irresistible to the
Media

Source: Copyblogger.com

Steal attention:

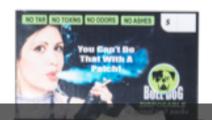
6 lightning-quick steps to write a slam-dunk headline

Would You Be Able To Guess The Top 5 Happiest Careers in the U.S.?

14 Reasons Why It's A Great Time To Be A Soccer Fan In The U.S.

109 Ways To Make Your Business Irresistible To The Media









Bulldog Electronic Cigarettes for \$4.99





😵 DISPOSABLES



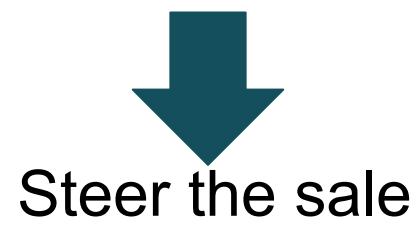
Steal attention

a. Headlines b. Subject Lines



a. Product/Press Releases

b. Emails



a. Call to Action

Steal attention: The Subject Line

Be clear, not clever

Focus on the benefits

Be brief

Stand out visually

a. Brackets, numbers, capital letters (with caution)

"The best subject lines *tell* what's inside, and the worst subject lines *sell* what's inside"

Look For Your 2013 Catalog

Retail Network



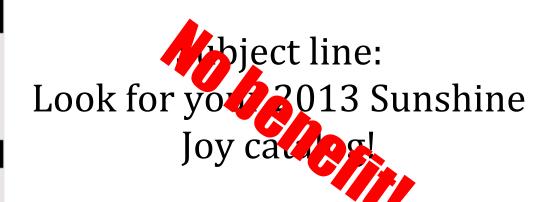
The 21st Century Comes To Life

Powered by Sunshine Joy tapestries



Let the walls come to life with these amazing tapestries from Sunshine Joy. Call Retail Network now to place your order!





Open rate: 12.7%

Spam reports: 2

Look For Your 2013 Catalog

Retail Network



The 21st Century Comes To Life

Powered by Sunshine Joy tapestries



Let the walls come to life with these amazing tapestries from Sunshine Joy. Call Retail Network now to place your order!

RETAIL NETWORK (800)533-3412
Frac (248)743-9620
Greating of poor april for since 1952
Weater WWW.RNI.US

Improved subject line:

Test new 3D Tapestries in your 2013 Sunshine Joy catalog



Subject line: A New Wave of Zig-Zag Vaporizers is Here

Open rate: 25.1%

Spam reports: 0

You've crafted the perfect trap line to lure in readers. But, where are you leading your audience?

Steal attention

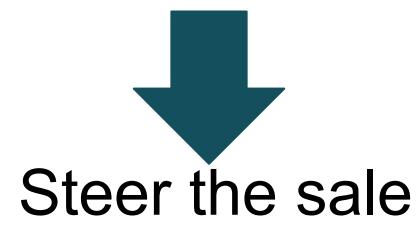
a. Headlines

b. Subject Lines



a. Product/Press Releases

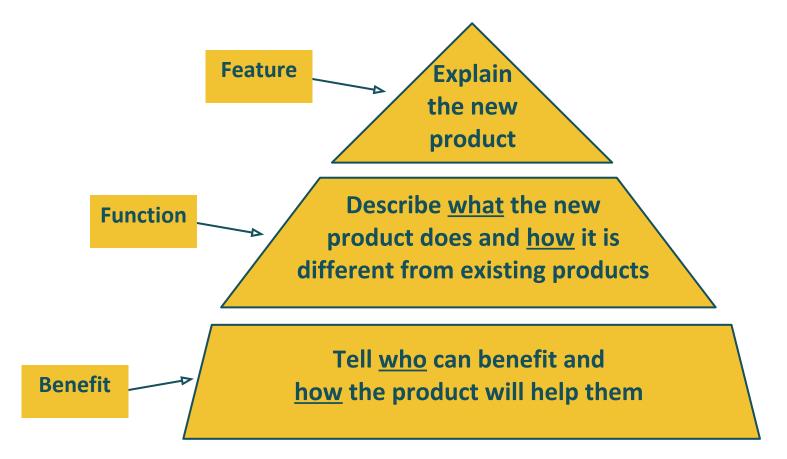
b. Emails



a. Call to Action

Cultivate interest: The Product/Press Release

"Feature, Function, Benefit"



Cultivate interest: The Product/Press Release

Choose a specific angle

Be descriptive

Pay attention to details

"Think like an editor, not a salesperson"

If you were in charge of the publication, would you print this release?

Green Smoke offers e-cig disposable packs, replaceable cartridges, and rechargeable batteries in five varieties and flavors. According to the company, its top-grade manufacturing processes and rigorous quality control procedures, as well as its significant investment in high-level engineering and pharmaceutical expertise, have resulted in a leading-edge e-cigarette product that is ready for compliance.

Repeat Business

Green Smoke July 2013



Friday, July 26, 2013 - 13:45

Green Smoke offers e-cig disposable packs, replaceable cartridges, and rechargeable batteries in five varieties and flavors. According to the company, its top-grade manufacturing processes and rigorous quality control procedures, as well as its significant investment in high-level engineering and pharmaceutical expertise, have resulted in a leading-edge e-cigarette product that is ready for compliance.

Single Serve Flavors

Coca-Cola , Simply Orange Juice Co.

Julu 2013



Wednesday, July 24, 2013 - 17:30

Coca-Cola Refreshment's Simply Orange Juice Co. offers single-serve flavors, including Simply Cranberry Cocktail and Simply Orange with Mango. Simply Cranberry Cocktail delivers cranberry taste with not-from-concentrate cranberry juice and a balance of sweetness and tartness. Simply Orange with Mango includes a full day's supply of vitamin C. Both products are available in 13.5 fl. oz. PET carafes.

Contact: Coca-Cola Refreshments, 2150 Town Square, Ste. 400, Sugarland, TX 77479; (281) 302-4625; Fax: (281) 302-4388; www.simplyorangejuice.com &.

Coca-Cola Refreshment's Simply Orange Juice Co. offers single-serve flavors, including Simply Cranberry Cocktail and Simply Orange with Mango. Simply Cranberry Cocktail delivers cranberry taste with not-from-concentrate cranberry juice and a balance of sweetness and tartness. Simply Orange with Mango includes a full day's supply of vitamin C. Both products are available in 13.5 fl. oz. PET carafes.

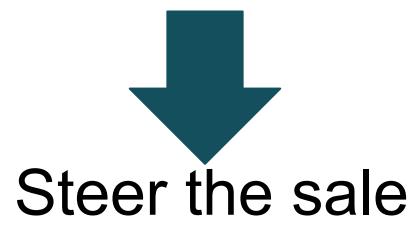
Steal attention

- a. Headlines
- b. Subject Lines



a. Product/Press Releases

b. Emails



a. Call to Action

Cultivate interest: The Email



Cultivate interest: The Email

Be friendly and conversational

Personalize

Keep it short

Focus on a single goal

Add a P.S.



Homestead Book News

Thousands of Titles, Guaranteed Sales!





Mystic Chemist

The Life of Albert Hoffman and His Discovery of LSD. Close friends of Albert Hoffman follow him from his childhood through his amazing career. Large paperback. Illustrated. \$38.95.



It's Normi to Smoke Pot by Keith Stroup, NORML

founder. The 40-year Fight for Marijuana Smokers Rights. \$14.99.



Manson

The Life & Times of Charles Manson. A fascinating & chilling visit to a dark and decadent time in history. Hardback. \$27.50



Tarot Cards Renaissance Tarot:

The Kennedy

Chronicles
The Golden Age of MTV
through Rose-Colored
Glasses by Kennedy.
Hardback.

Humorous Pets

Grumpy Cat:

Disgruntled Tips & Activities Designed to Put a Frown on Your Face. A Grumpy Book. Hardback. \$12.95.

Vegetarian Cooking

Bake & Destroy

Good Food for Bad Vegans. Natalie Slater, creator of BakeandDestroy.com.



Occult Have You Been Hexed?

Recognizing and Breaking Curses. Alexandra Chauran, 2nd Generation fortuneteller. \$13.99

Brian Williams, Features great Renaissance

Italian cities and Gods & Goddesses.

New Age

The Future of Human Experience: Visionary Thinkers on the Science of Consciousness. J. Zohnara Meyerhoff Hieronimus, D.H.L. \$19.95.



Don't forget to order your 2014 calendars now!

Subject line: Bake and Destroy - Homestead Books from Retail Network

Open rate: 15.7%

Click throughs: 1 (0.7%)

Too long! Multiple goals!

Bic & Ronson Special Promotion

ITEMS	8+ CASES	15+ CASES	20+ CASES
CLASSIC BIC TRAY	\$0.80	\$0.76	\$0.70
MINI BIC TRAY	\$0.60	\$0.56	\$0.53
POUCH BIC	\$0.79	\$0.77	\$0.73

Bic



Description	Case
Electronic Tray (50 ct.)	\$0.95 x 300
Nascar Tray (50 ct.)	\$0.99 x 300
Comfort Light Display (25 ct.)	\$0.99 x 100
3-Tier Display	Call for today's pricing
*Freight paid on 6,000 assorted BiC lighters	

Ronson

Unit	Case	
		RONSO
\$1.75	\$1.55 x 24	NOW DIVER TOPS IN
\$2.25	\$1.99 x 24	RUTANE
\$3.15	\$2.70 x 12	
\$2.40	\$2.20 x 72	
\$2.85 el	\$2.55 x 12	
nser		O
Co	ming Soon!	100000
	\$1.75 \$2.25 \$3.15 \$2.40 \$2.85 iel	\$1.75 \$1.55 x 24 \$2.25 \$1.99 x 24 \$3.15 \$2.70 x 12 \$2.40 \$2.20 x 72 \$2.85 \$2.55 x 12

Subject line: Bic & Ronson Special Savings!

Open rate: 26.5%

Click throughs: 9 (6.4%)

Q: My headline's magnetic and my copy is killer, but I'm not seeing the results I want.

What can I do?

A: Write a call to action...today!

Steal attention

a. Headlines

b. Subject Lines



a. Product/Press Releases

b. Emails



a. Call to Action

Steer the sale: The Call to Action

Be specific

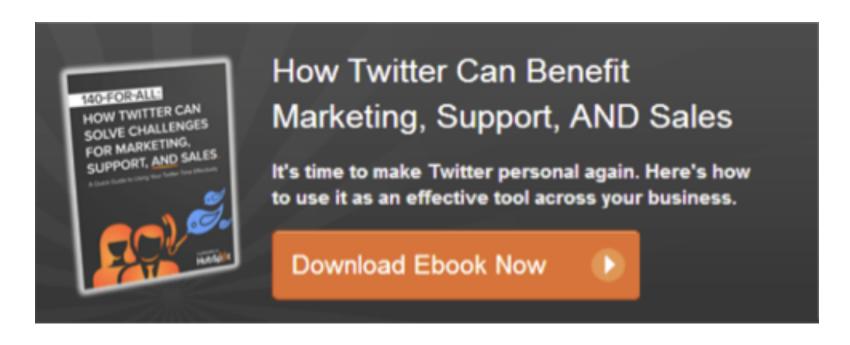
a. Tell readers what to do, how to do it, and that they should do it right now

Stress the benefits of taking action

Utilize action verbs

Create a sense of urgency

Steer the sale: The Call to Action



✓ Specific

✓ Action Verbs

✓ Benefit

✓ Urgency

Steer the sale: The Call to Action

Give clear details

a. Do as much as you can to help readers know what to do and how easy it will be to follow through

Make it stand out

a. Experiment with colors and font size

Be fun, creative and clever

Zig Zag prices are rising!



Price Increases coming soon!

Act Now!

PRODUCT DESCRIPTION	UPC	2 + CASES	6+CASES	15 CASES	25 + CASES
White	701	15%			
French Orange	723	10	70		
King Size Orange	712			\$25.40	
KutKorner White/Slow	741	BOX	вох	BOX	вох
11/2	743	\$645.00	\$640.00	\$635.00	\$627.50
White Lights	785	CASE	CASE	CASE	CASE
French Orange Lights	780	-		ES	
Ultra Thins 11/4	730	TEIN	FRET		
Blue Ultra Thins 1 1/2	9733	DAN	CE		

See our complete inventory of merchandise at: www.rnwholesale.com

All prices are subject to change without notice. Contact your sales rep for additional information.



Don't be stuck spending more!

Call today before prices go up!

Subject line: Zig Zag Price Increase

Open rate: 33.9%

Click throughs:

No phone number! No benefit!

Bull Dog Electronic Cigarettes Invites You





Retail Network now has a Facebook, like us to see the latest news and trends from all of our vendors!

Like us on Facebook



Tips & tricks to increase customer enrollment

Use power words

30 Pc	wer Words to Create Unbelieveab	ole Copy
Headlines	Subject Lines	Calls to Action
Amazing	Announcing	Call
Authentic	Available	Click
Excited	Connect	Everything
Fooled	Don't miss	Free
Норе	Exclusive	Learn
Lies	New	Now
Results	Sale	Only
Secure	You	Today
Smart	[Your company name]	Trial
Thrilling	[Recipient's location]	You

Tips & tricks to increase customer enrollment

Stay away from spam filter words

16 of the Most Common Spam Filter Words		
\$	Last chance	
Buy	Open	
Deal	Please	
Discount	Price	
Free	Save	
Get	Solution	
Guaranteed	Trial	
Hello	[Recipient's name]	

Tips & tricks to increase customer enrollment

Have multiple calls to action

a. At the beginning, middle and end of an email or webpage

Use short sentences and short words

Include graphics or bullet points

Test your email to get the right frequency for your customers

Tips & tricks to increase customer enrollment

Be confident in your language

Be personal and human

The power of "you"

Questions?

Thank you!