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# Todd Dorsey – B2B Technology Copywriter

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## Sample Piece Long Form Direct Mail Letter

This example is representative of classic long form, direct mail response copywriting. The copy offers a membership program teaching children how to manage money. Long form copywriting is used rarely for B2B marketing. There are similar approaches though for building long form B2C direct mail letters and long form B2B content (such as white papers):

These include:

- Research
- Determining a compelling story (or an argument for White Papers).
- Building the outline or structure
- Crafting the call to action (though much more subdued in a white paper).
- LOTs of editing.

Additionally, the long form direct mail letter has many elements found in B2B copywriting:

- Painting pictures
- Highlighting problems
- The solution
- The offer.
- Belief Builders (using proofs to show your copy can be believed).
- Call to Action (with specific directions on the what to do, why to do, and how to do).
- Use of Features and Benefits
- The use of the P.S. for urgency and/or sweetening the offer.

Envelope Teaser:

Discover The ONE Key Life Skill

Your Kids Must Learn . . .

Before Its Too Late . . . .

Lift Note:

Like an email headline, the outside teaser on a direct mail envelope is designed to pull the reader into the body. B2B copy with benefit focused headlines usually have the best results.

Dear Parent of a child you love very much.

I wish I could be there right now. I would pull you close and say, 'PLEASE read this letter. PLEASE take action on this program for your children.'

My four kids learned this skill when they were at home. They are adults now. All four have told me 'Thank you so much for teaching me how to do this.'

They have told me their stress is SO much less. . their homes are better . . . their marriages are better . . their lives are better . . . And because they are better, . . . I am better.

While your children are still with you. While it's not too late. Please consider (and I absolutely know you should) if this information will benefit your children like it has helped mine and so many others.

Sincerely,

Veronica S.  
Mother of four  
Chillicothe, OH

The lift note is a separate stand alone piece in direct mail sales letters shown to lift open rates. The lift note is usually written to add additional credibility to the offer by an outside person.

Letter:

## The ONE Key Skill Your Kids Must Learn . . .

Lead:

Our kids are facing huge dangers these days. Our schools are not training them for life as an adult . . . You and I know the school of hard knocks does NOT play around . . . If they are going to do well, they need to know how the rules work . . . This KEY skill will start them right in life . . . .

Body:

Dear concerned parent:

### A True Story . . .

My cousin and I grew up together. Like all young people we were blind to the truths of life. . We played. We talked boys. We dealt with school. We worried about many things back then. Things that related little to real life. . .

Fast forward to after high school. . We both went to college . . . Me to a two year college. . . Her to a state school . . . We both finished with good grades . . .

By the time we reached thirty our lives looked very different. . . I had a steady job. I had my own apartment. My car was paid off (used but paid off). Sadly, my cousin moved back in with her parents. She had filed for bankruptcy. She looked aged another 15 years. It wasn't just the stress on her . . . It was also the stress on her mom and dad. They worried about their daughter. They questioned themselves . . . What could they have done differently . . . .

The top of the letter reflects 2 of the 5 components used in many types of copywriting: Getting attention (the headline) and the Problem highlighting.

The letter opens up with a story adopted from a classic successful direct sales letter used by the Wall Street Journal that generated millions of dollars in subscriptions. Stories can be very powerful in any type of copywriting when used correctly.

The tone of the letter is very conversational. Effective B2B copywriting is usually written the same way. . For B2B copywriting: Match the conversation and voice to how colleagues would talk to each other.

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### What Was The One Key Difference?

What one key skill led to slow but steady growth in my life? What led to hard times in my cousin's life? What know-how helped me make good decisions? But my cousin not so good? The answer: My mom taught me some basic skills about money. . We are not talking about investment strategies or how to create tax havens or the best portfolio models . . . just everyday skills on handling your money. . how to run your checking account. How to budget. She talked to me about money monsters that want to take what you have away. And credit cards. . What's the right way to use them. What ways will get you into trouble.

Like B2B Copywriting, using subheadlines for people scanning the copy can be helpful for drawing them back in to the copy.

### Our Children Are Having a Rough Time

Many of our children lack these skills. Today, young adults are the fastest growing group for filing bankruptcy? (ylfoundation.org) Another study showed many were 'financially at risk'. While, another showed only 59% of Generation Y pays their bills on time.

A study by the University of Chicago and a similar one by Harvard showed something amazing. When children and teenagers were taught and trained in skills involving money. . .When checked on 10 years later. . . Greater than 90% were considered financially stable when compared to their peers. It's incredible that laying a foundation in money skills can have such a great impact.

Like B2B copywriting, using outside studies, 3<sup>rd</sup> party quotes, and testimonials can build belief in the prospects mind.

### A Program to Make Incredible Life Differences for Your Family

I saw the positive difference this knowledge made in my life. I shared this with my own children. Friends and family saw the good that came. They asked for help teaching their children.

I have used my background in business and parenting to create the best money training system for children available today. The Budget Braniacs' system teaches children ages 10 and up through the Internet the important concepts of money. As your children earn dollars (first through chores, then part time jobs and eventually full time work) they will have the skills of handling money paid to them.

### 4 Legs of What Your Children Need to Learn

Your Budget Brauniacs' System covers four legs for ensuring your child is prepared for adulthood:

- Spending - We teach your children how to spend less than they earn. Your children are taught:
  - How to set up a simple budget
  - The dangers of impulsive spending
  - The difference between have-to spending versus want-to spending.
  - How to handle birthday and holiday gift buying (and stay within budget).
  - What happens when your spending goes off track
  - Planning for large purchases (a first car, a special trip, a large 'fun' item).
  - The benefits of saying 'No' now, so they can 'Yes' later.
  
- Money - We teach your children how to track money coming in and going out:
  - How to manage the checking account. .
  - Types of saving methods
  - How to choose a saving method.
  - How understand a checking or savings account statement.
  - How to track their spending within their budgets.

In classic direct mail copywriting, it's all about building LOTs of value for the price paid.

These two programs alone will lay a solid foundation of success.

*"If Young Adults knew how to implement a simple budget for their spending it would reduce our cases by well over 75%. It is such needed training for our young people."* J. Young President of Pacific Credit Counseling

Inserting 3<sup>rd</sup> party testimonials are belief builders letting the prospective customer know your offer can be trusted.

Two additional legs for training your children are:

- Jobs - We teach your children income possibilities:
  - All about chores - routine chores versus bonus chores or work.
  - How to get a part time job.
  - How to find jobs that pay above minimum wage. .
  - Opportunities for side businesses to supplement their income.
  - How to manage themselves for pay increases in their jobs.
  
- Credit - And we teach your children about debt:
  - The helpful side of debt and the dangers of debt.
  - Credit scores and how to manage them. .
  - Tricks Credit Card companies use to increase interest rates.

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*Budget Brainiacs gives me the confidence I have the tools in place to teach my kids how to manage their money - Sharon S. Amarillo, TX*

### 5 Ways Learning Made Fun

We use fun use games, tasks and videos to learn to ensure your children excel at handling money.

- Videos - To expand understanding of money concepts. Videos are taught by everyday families. Sometimes they are taught by kids themselves.
- Games - To reinforce the memory of lessons and teaching.
- Tasks - To teach the brain to link different concepts together. The tasks are based on real life.
- Classes/Quizzes - To show the student and parent the material is learned.
- Prizes - To make learning fun through earning points. These points can be redeemed for Brain Bucks. Brain Bucks can be used to purchase neat prizes such as a super cool wallet or backpack.

*Testimony - "I home-school my children and I'm always looking for ways to bring real-life lessons into my teaching. Your program is fantastic. Every day, my kids ask... when are we going to Budget Brainiacs? They love the games and they especially love earning points when they pass the quizzes." T. Bazell  
Topeka KS*

### 60% Gains in Money Handling Skills!!

Children assessed before they started Budget Brainiacs had an average starting score of 32%. When children completed all tasks, games and assignments the average assessment score is 92%. Many of our kids scored 100%. Families can work at their own pace. You can even go over lessons and games again. And our parents benefit from these lessons as well.



		92%
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	32%	**
	**	**
	**	**
	**	**
	Pre	Post
	Program	Program

Using some data and proofs can be supportive in leading a prospect to buy.

*I have to tell you. . going through the games and lessons with my kids has caused us to be more disciplined with our money! We've started seeing some cushion each month in our checking account from doing what our kids are doing*  
😊 Amber D. Cumberland, GA

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## A Treasure of Support

Your Budget Brainiacs' Membership includes a Treasure of Support:

- Online community forum Access to practical insights from other parents on raising financially responsible children. For example:
  - Questions and answers on payment of chores.
  - Financial rewards for school grades.
  - Should kids pay money as a fine for doing something wrong.
- Access to over 1,000 articles, videos and webinars on topics ranging from spending and saving . . . from birthdays to budgets. . from cars to college. Just an example of the thousands of articles and video presentations:
  - 14 Other Ways to Save Money Besides Savings Accounts
  - 21 Part Time Jobs That Pay Teenagers Above Minimum Wage - And How to Get Them!
  - How to Fund Extracurricular Trips Your School Offers
  - How to Avoid a Cosigner on your Young Adult Child's First Loan
  - How to Fund Your Child's College with 0 Student Loans
  - The Top 7 Resources to Exploring Scholarships and Grants for College
  - Should Young People have their own investment account?
  - Customer Service is available Monday through Friday from 9 a.m. to 6 p.m. Eastern. Our team can help with questions or new member set up and even technical support if there is a need.
  - 37 Banks and Financial Institutions contribute support on content and articles.

Using underlines, bold text, and italics varies the writing. It also helps draw the reader to key points to be made.

Testimony - "*Budget Brainiacs is the best program I've seen in teaching young people the responsible use of money. It is so good, we have added this as a benefit to all of our full-time employees to use with their families.*" J. Johnson  
President Aspen Regional Bank

## A Special Gift Reserved for Your Children

I am sure you'll agree the value of your children acquiring tools to succeed in life is beyond priceless. Budget Brainiacs is the most comprehensive money training program available for young people today. The value of the programs



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and games alone are worth thousands of dollars in hours and content. But before I tell you how you can begin this program- let me tell you about a SPECIAL GIFT I have reserved for your children.

When you enroll your family in the Budget Brainiacs web-based training system, each young person will receive their own money planner notebook. You will also receive a Budget Brainiacs' Calculator for your family. These tools will be very helpful as they do their money planning. Many parents tell us the act of writing down money numbers brings real life to these lessons!

<picture of planner and calculator>

As I shared with you, the value of this material is easily in the thousands of dollars if purchased alone. The value of the lifelong skills instilled in your children are priceless, Yet, our regular monthly family subscription price is \$29.97 per month for access to all this life changing training for your family. You couldn't hire a tutor for this price to come in once a week to coach your children. And would they have the knowledge Budget Brainiacs has for your children? Budget Brainiacs will be available to you each day, every day of the week and month and year. Plus it's fun!

The use of a comparison to show value is very common in all types of copywriting (B2B copywriting included).

Testimony - "*My young son has been learning on Budget Brainiacs for five months now. He has saved \$80 on his own! He NEVER saved money before. It's so cool to see how he's grown in this way.*" B. Doetter Denver, CO

### Our Trial Offer and Guarantee to You and Your Family

Try us for .99

We are so confident you will agree your children are benefiting from this material, we offer the Budget Brainiacs No Risk Guarantee and Trial Offer. Subscribe the children you wish to our program and pay only .99 for your first month's membership access. This allows you a full 30 days to explore the program and begin the fun. If after 30 days you are not completely satisfied . . . If you don't agree a solid foundation in learning is being instilled in your children to give them the advantage for adult life, simply cancel through your online account or call customer service. It's that simple.

Removing and reducing risk in a purchase to persuade the customer to purchase.

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### But There's More!

As if the the life changing Budget Brainiacs' Training System wasn't enough, the online community support, and access to thousands of articles, videos and webinar presentation wasn't enough, the No Risk Guarantee and Trial Offer wasn't enough . . . We have included a special report for new members. . .

101 Part Time Businesses Children Can Start to Supplement Their Income. This terrific resource helps your children think new ways of earning dollars. Here are some examples:

- Did you know survey companies will pay your children to give them their opinion on advertisements or new products being offered for their age group? . . . We tell you the best survey companies to use. We show you how to establish a relationship with them.
- How to take babysitting jobs and increase your pay rate to \$20 or more per hour . .
- How to make \$10 - \$20 dollars per day selling snacks to friends at lunch at school. .
- 25 hot items to buy (easy to find) and sell on eBay or Amazon for fun and profit.

The 'But There's More' title and it's variants is definitely a classic B2C copywriting form. . and not used in B2B. With that said, B2B copywriting can use additional offers to build on value after the core offer has been made.

Who knows if a part time money making business will support independent living for your child? Many have. . yours can too.

### Your Children's Financial Foundation Begins Today

So, today I reach out to share with you:

- The life changing benefits training your children on money can bring.
- The best web based money training system for your children.
- A Treasure of Support of like minded families, access to the best in articles, videos and webinars.
- The Budge Brainiacs No Risk Guarantee and Trial Offer.
- Our special gift and special report.

We believe, your children will be grateful to you for teaching them these skills . . . We believe this will be an investment in your children that will impact their whole life . . . And we most certainly believe this program will give you confidence the tools to teach your children money are well in place.

Budget Brainiacs can begin today. Simply fill out the enclosed enrollment form. Then return the form to us in the prepaid envelope. You also may fill out the form online or call customer service at our toll free number. We will process your application without delay so you may begin these tremendous benefits.

Sincerely,

Mary Bromert

President, Owner & Creator of Budget Brianiacs

The P.S. can be a very effective tool for increasing response rates with any copywriting.

P.S. As one more special bonus to your new Budget Brainiacs' Membership. For those who enroll in the next 10 days, we have a limited supply of printed reports on 223 Ways to Reduce Home Expenditures by 5% or more. . This report covers all sorts of ideas and suggestions on reducing food, entertainment, energy, home supplies and more. Many of our families have told us just one or two ideas saved them enough money to more than cover the membership cost. . Our additional gift to you when you enroll today.

P.P.S. If you are thinking you might want to enroll another family you care for in this program, information on how to do this is on your enrollment form.

Enrollment Form

Yes! I want my children to learn this Key Skill!

And here is the Call to Action: Call to Actions should have What you want them to do, Why they should do it, and How they should do it weaved into the writing.

Mary, I want my children to have the best foundation in learning how to manage their money. As a trial offer, I understand I have 30 days from the time my enrollment and access is established to use this outstanding training program

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with my family. My first month is only .99. Thereafter my monthly family subscription is \$29.97. If for any reason I am not 100% convinced this material is not the best program available today, I can cancel my membership with no obligation. I can do this online or through Budget Brainiacs' Customer Service Team. The gifts and special reports are mine to keep.

Enroll Online At: [www.budgetbrainiacs.com/newenrollment](http://www.budgetbrainiacs.com/newenrollment)

OR Call Customer Service Monday - Friday from 9 a.m. to 6 p.m. Eastern at 1-800-555-0152

If you would like to purchase a one year subscription as a gift for another you may do this at:

[www.budgetbrainiacs/giftenrollment](http://www.budgetbrainiacs/giftenrollment) or call customer service.

YES - Please Include A Planner and Notebook for \_\_\_\_ (write a number) Children.

YES - Please Include my Money Planning Calculator.

YES - Please Send Me My Two Special Reports on 101 Part Time Businesses Children Can Start to Supplement Their Income AND 223 Ways to Reduce Home Expenditures by 5% or More.

(Your personal information is kept secure, kept private and never sold).

Email Address (Please Print Neatly) Your email address will initially be your user name.

(Your initial password will be characters of the email name up to the @ sign. You will be prompted for a new password on your initial log in to your Budget Brainiacs' Website).

Your Phone Number (we will only call if there is a question on your order) \_\_\_\_\_

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Billing Address

Prefix \_\_\_\_\_ First Name \_\_\_\_\_ Middle Initial\_\_ Last  
Name \_\_\_\_\_ Suffix \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Is Shipping Address the same as the Billing Address Yes or No (Circle)

If Shipping Address is Different Than Billing Address

Shipping Address

Prefix \_\_\_\_\_ First Name \_\_\_\_\_ Middle Initial\_\_ Last  
Name \_\_\_\_\_ Suffix \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Payment Information: I understand I will be billed .99 for the first month of membership for my family to full explore and trial all Budget Braniac has to offer my children for financial and life success. Thereafter I will be billed \$29.97 each month. I can cancel at any time with no obligation.

Card Type: (Circle One) Mastercard    Visa    American Express

Card Number \_\_\_\_\_

3 or 4 Digit Security Code \_\_\_\_\_                      Expiration  
Date \_\_\_\_\_

Print Name of Card  
Holder \_\_\_\_\_

Signature of Card  
Holder \_\_\_\_\_

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Don't Delay - This Offer is good through June 30<sup>th</sup>, 2019.

Congratulations! You have made a decision to instill life changing skills in your children that will make such a huge difference as they grow into adults!

Please mail your enrollment form in the enclosed prepaid envelope. Your enrollment will be processed and your packet shipped without delay:

Or Mail to:

Budget Brainiacs New Enrollment

BestFin, LLC.

2355 Greenbrier Rd.

Atlanta, GA 30331

Using dates when the offer expires helps customers take action now.