



## The Sales Writer

“Words that boost your bottom line”

Ron Montgomery, copywriter

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Dear Prospective Client,

Writing for most people is a difficult task. Finding a writer that not only takes the time to understand your business, but also writes persuasively about your product or service is difficult as well.

As a freelance copywriter, I know the techniques and structures of powerful promotional copy that will increase lead generation and sales of your product or service. I also want to learn your business, so that I can help you as much as possible. Whether your needs are for internet advertising, Website content, case studies, white papers, brochures, space ads, press releases, direct mail or newsletters, my promotional copy will help you increase your bottom line.

I can also help you come up with a marketing plan to better promote your business. If you don't have a website, I can get one up for you. If you have a website, I can optimize it, so that it works better.

Trained by American Writers and Artists Inc. as a professional copywriter, I have a growing client list that includes:

- Agora Travel
- Deerfield Royalties
- North Lake College, Dallas County Community College District
- International Living
- Nielsen Italia (A.C. Nielsen)

Before returning to the United States six years ago, I worked as a freelance copywriter and translator in Italy for over twenty years. I wrote ad copy and translated hundreds of documents for a wide variety of business clients including: Hoffmann-La Roche Pharmaceuticals, Bayer Pharmaceuticals, the Milanese technology fair called the “Triennale”, and the City of Milan. These projects ranged from promotional copy and brochures to production processes and clinical trial studies.

Whether you have a current project, a future project, or you are not quite sure what you need, give me a call or send me an e-mail, and we'll discuss a marketing plan to build sales for your business.

Sincerely,

Ron Montgomery

P.S. Don't wait another day to kick off your next project. There is no obligation or charge to discuss your business needs.

# Writing Samples

## Agora Travel

Hi!

Just in case you need an excuse to travel, I thought to pass this along. Have a great week.

Barb

Director, Agora Travel  
(800) 926-6575

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Travel Lover... Become a Travel Writer in 4 Exciting Days in Buenos Aires!

\*\*\* Earn money for writing about the places you visit

\*\*\* Take complimentary vacations as you write about where you go

\*\*\* Learn the secrets of successful travel writing

\*\*\* Write a publishable piece and get the contact info for editors willing to work with new writers... and pay for articles

Dear Travel Lover,

Buenos Aires, the most European city in Latin America, is often compared to Paris. Its architecture mixes the magnificence of Paris with the ornate richness of Barcelona.

Sidewalk cafés, tree-lined boulevards, and magnificent churches and museums beckon you to discover their beauty, charm, and history. The aura of Buenos Aires envelops you with her sights and sounds, her exotic air, and her tattered beauty -- pictures writers have been painting in words since long before the tango.

And now it's your turn.

In this magical city, you can start down the road to a whole new and fascinating career -- as a travel writer. You can "work" from any place in the world, including your own home. Creative, flexible, fun, and never boring, this "job" requires no previous experience and, with the help of some of the best travel writers and editors in the business, getting started is easy.

The Ultimate Travel Writer's Workshop is on in Buenos Aires, March 30 to April 2, 2005. It's your opportunity to experience the life of a travel writer in one of the world's most beautiful cities...

You'll learn the secret structures and formulas for writing articles that sell... and discover how to cash in on free trips, free meals, free concert tickets, and more.

Professional travel writers will guide you every step of the way. You and your editor-teacher will polish your piece into publishable condition, and then you'll be handed the contact information for editors happy to work with new writers.

It's just the introduction you need to get published... get paid... and get the thrill of seeing your name in print.

If this sounds like a dream, I can assure you it's all very real.

I attended the Paris workshop in April 2003 and lived the most exhilarating four days imaginable. I learned more about writing than I ever did in years spent attending college courses.

I saw my article published and felt the thrill of accomplishment. This event changed my life, as it has the lives of many others.

The Ultimate Travel Writer's Workshop will be held at The Loi Suites Hotel. This is a five-star establishment located in the classy Recoleta district, surrounded by wonderful restaurants, bars, and shops. As a workshop participant, you can take advantage of a special rate of only \$161 per night, which includes a full breakfast.

And the price for the workshop? The Ultimate Travel Writer's Workshop is only \$1397 (but as a past participant on an Agora Travel trip, Barb says she'll sign you up for a discounted \$1,297).

This is a great bargain for any writer's workshop, but especially for one giving you this amount of material, one-on-one attention, and the real opportunity to get paid for your work almost immediately.

Have a great time! I know you will. I certainly did.

For details: <http://www.thetravelwriterslife.com/workshop/argentina/at/>

Best Wishes and Bon Voyage,

Ron Montgomery  
Freelance Travel Writer

P.S. Places are limited and the workshop always sells out, so hurry and book your spot. Call today: (800) 926-6572 or (561) 243-6276; fax: (561)278-8765; or visit: <http://www.thetravelwriterslife.com/workshop/argentina/at/>

**AWAI (Headline and Lead)**

**Urgent Health Bulletin**

**Are You Ready Right Now To...**

**Blaze With The Energy You Had at 20...**

**Fire Up Your Sex Drive...**

**Kill Colds and Flu Forever...**

**Pack on Solid Muscle...**

**And Melt Fat Like Snow In August**

**– No Matter How Old You Are?**

Dear Health-Conscious Friend,

Remember when you had the stamina of a bull. You could make love all night and again the next morning before you headed off to work. Then you still had the energy to party the next night.

Then Saturday morning you would mow the lawn and do other chores around the house. After lunch you might spend the afternoon playing touch football with your friends. That evening you were at it again – dinner party and another night of...well, you get the idea.

You were slim, muscular. You wore 32-inch waist jeans. You could eat anything and never gain an ounce. Your eyesight was sharp. Your mind worked at 90 miles an hour, and you got more done in an hour than you can now do in a day.

What happened to all that? Did you hang up your spurs? Turn the horse out to pasture? Did all that great stuff happen in another life? And maybe to another person – not the “you” of today?

Well, I’ve got some great news for you. It doesn’t have to be that way.

Imagine jumping out of bed like a horse out of the gate soaring through the day, completing one project after another. You can’t remember the last time you had a cold. You can see your shoes again, and taking two stairs at a time doesn’t leaving you gasping for your next breath.

In the evening you and your partner go to tango lessons, and you finish the evening over a glass of wine with friends. Once home, you pick her up in one motion and carry her across the threshold, both of you giggling like kids.

You wake up feeling refreshed. You turn to your partner. She's smiling, but she's not looking you in the eyes. Her gaze is fixed somewhere farther down. You follow her gaze and smile, too. He's back!

All of a sudden, when I turned 65, I started to feel my age. After taking your formula for a number of months, all I can say is, talk to my wife. She says that she feels like she's living with a 25-year old again! – K. Rogers

Hello. My name is Dr. Martin Smith. As a medical doctor trained in traditional western medicine, I felt helpless as I watched my father's health decline as he got older. That's when I began doing research into natural cures. In fact, I have devoted the last 20 years of my practice to helping my male patients overcome their medical problems using natural cures – and with astounding results.

My research led me to the discovery of a solution so rich in life-enhancing nutrients that it will literally give you back your youth.

My solution is called *Neophytogen* and it will:

- ⇒ Fire you up with so much energy you can work all day and play all night.
- ⇒ Burn off that belly fat and lose those “love handles” giving you the body you had at 20.
- ⇒ Kick your immune system into high gear and say good-bye to colds and flu.
- ⇒ Buff up your muscles, and the ladies will start calling you a “hotty!”
- ⇒ Supercharge your memory, concentration, and all other mental faculties.
- ⇒ Inflammate your sex life to levels you haven't seen in years...your partner will wonder where the new tiger in you came from!
- ⇒ Protect your prostate... no more running to the bathroom in the middle of the night, painful urinations, or performance disappointments in the bedroom.
- ⇒ And very possibly extend your life and your quality of life way beyond what is considered “normal!”

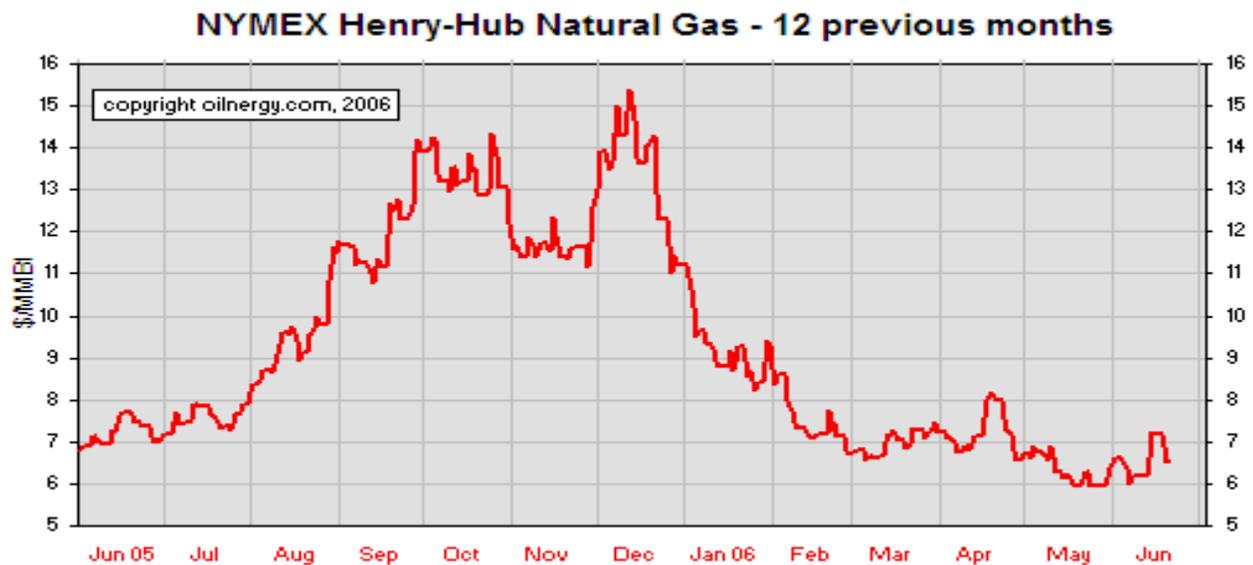
## Deerfield Royalties

Re: Your 0.00012998 Royalty and Mineral Interest Reed Estate Gas Unit (below 7,500 feet) Panola County, Texas  
**Does not include Reed Estate Well #2**

Dear [REDACTED]

The roller coaster that oil and gas prices has been on for the last few years is showing signs of slowing down and leveling off. Even though oil prices are still high, gas prices have plummeted.

Please take a look at this graph of natural gas prices over the past 12 months.



**About the graph:** the NYMEX (New York Mercantile Exchange) Henry Hub Gas price constitutes the standard that the financial and oil & gas communities use in their planning.

**June, 2005** – between \$7 and \$8. **September to December, 2005** – from \$13 to \$15.50 down to \$11. **June, 2006** – under \$7. On June 22, 2006 the price was \$6.44.

Now reality has set in. Natural gas prices have nose-dived since last December from a NYMEX high of \$15.78 to \$5.97 on June 7, 2006. Demand has dropped due to the high price of gas. Much demand has switched to coal and other energy sources.

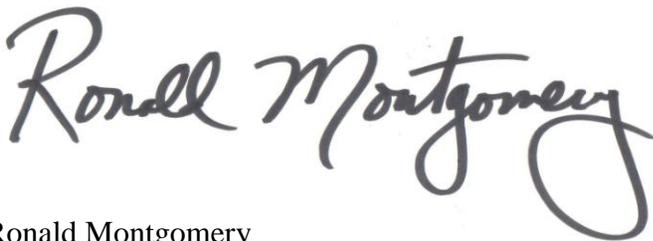
**Current forecasts:** Current forecasts indicate that the price of natural gas could go as low as \$4.25 at the wellhead in Panola County and \$5 at the Henry Hub, near Erath, Louisiana, in the near future.

**Why is this the current forecast?** Storage capacity will be full by this fall, and demand continues to react to last fall's high prices. (See the enclosed press release from Cambridge Energy Research Associates.) Daniel Yergin, Chairman of Cambridge, won the Pulitzer Prize for writing the definitive book on the Oil and Gas industry, "The Prize."

The market price swings in gas are very volatile, and we're offering you the opportunity to sell now before prices drop any further.

Call me for any reason at our office at 214-965-9545 and I will be glad to talk to you.

Sincerely,

A handwritten signature in black ink that reads "Ronald Montgomery". The signature is written in a cursive, flowing style with a large, prominent loop at the end of the last name.

Ronald Montgomery  
Director of Acquisitions

P.S. Our offer is a serious business proposition, and I encourage you to give it serious consideration.

P.P.S. **To find out more about us**, go to our web site at [www.deerfieldroyalties.com](http://www.deerfieldroyalties.com).

## Taipan Publishing Group (Headline and Lead)

**Grab your share of the biggest stock move of the decade!  
Read on to find out how...**

### **One Company Single-Handedly Hurls the Advertising Sector into the Twenty-First Century**

**Already up 208%, leading-edge technology and a few strategic buyouts make this advertising company a slam-dunk for more triple-digit gains.**

Dear Investor,

Analysts predict that next year the advertising business will reach \$23 Billion (that's right – with a “B”). That's a gain of 7.6% from 2007.

More important, I'm going to tell you how you can easily make 104% return by investing in the right company in this sector.

A small advertising distribution company with 25 years experience has captured a virtual monopoly in every area of the advertising industry – TV, radio, Internet, and print.

It delivers over 14 Billion dollars worth of marketing content through its proprietary networks. It's the largest video distribution network in North America. It delivers over six million television and radio commercials each year for thousands of advertisers, agencies, production companies and movie studios.

Print distribution alone reaches over 7,000 print publications in North America.

It provides editing, duplicating, and other services to 75 of the top 100 ad agencies in the U.S. Three thousand production companies store over 100,000 commercials in its data base. It is the largest online advertising distribution company in the world.

### **Three More Reasons You Should Invest in This Company**

This company recent scooped up three important industry players that complete its quest to control advertising the way Microsoft controls the computer industry.

These three companies provide media and broadcast services, as well as ad distribution and storage.

One of these three distributes through a proprietary server-based network via satellite and Internet channels. ABC and CNN use their technology to distribute thousands of news stories to hundreds of TV affiliates in the U.S. About 1,400 TV stations use this technology.

### **Money Follows Money...And So Should You**

The parent company pioneered the use of satellite technology for content distribution. This alone reduced ad budgets by millions of dollars.

That means big profits. And a profitable company draws investors like flies to honey – once they know about it.

First quarter revenues for 2007 hit \$19.9 Million. That's up \$6.9 Million from the same quarter in 2006 – or a gain of almost 35%.

When this stock went public in 2002, it traded at \$5.61 a share. Now it's trading at \$17.27 per share. That's a 208% gain. If you had invested \$5,000 in this company then, your investment would be worth \$15,400 right now. That's \$10,400 in profit.

I think it's ready for another triple digit leap!

But I wouldn't wait. When this one starts its move, it's going to zoom out of sight. And you certainly don't want to miss it. Winners like this don't come along every day.

### **You Deserve A Lifetime of Financial Success and Security Now**

The example above is one of many that will bring you big returns. However, what I'm really offering you is a continuous stream of great stock trades that will provide you and your family with peace of mind, quality of life, and financial knowledge.

You and your family deserve the best that life has to offer. Here is an opportunity to do that with a minimum of effort and investment.

Read on to find out how you can take advantage of this unique offer.