

Colman Copywriting

Confessions of a Winsome Wordsmith ...

'Confess' -- [Middle English *confessen*, from Old French *confesser*, from Vulgar Latin **cōnfessāre*, from Latin *cōnfitērī*, *cōnfess-* : *com-*, *intensive pref.*; see **com-** + *fatērī*, *to admit*; see *bhā-*² in Indo-European roots.]

"To make acknowledgment or avowal in a matter pertaining to one's self."

OK. I'll 'fess' up ...

I must concede, right out of the gate, that I am not your 'conventional' copywriter, whatever that means ...

Sure, I love to write. I have a runaway imagination, a penchant for words, and a wholesome preoccupation with metaphors, the virtual fuel-rods that empower and sustain human language ...

In short, I suffer from an incurable addiction to the beauty and inscrutable mystery of words. I'm a communication junkie ...

So, as a copywriter, I face a fascinating and exhilarating dilemma ...

The delicious challenge I embrace is to keep the color and creative fluids flowing in my writing, while at the same time dressing and speaking in a comfortable, conversational manner.

Teachers have a chronic tendency to want to explain virtually everything they deem to be important ...

When teachers or any other qualified leaders in their respective profession, become copywriters, they face a formidable challenge ...

They are required to learn ... To change their methods ... To retool their communication skills ... In short, they need to relearn the fundamentals of a specialized, disciplined form of writing that is persuasive and conversational to the core.

In these few brief pages, I will expose the very heart and soul of who I am as a writer ... Which is why I chose to use the word 'confessions' at the beginning of this brief exposé.

And I will indulge in considerable detail so that my potential clients may understand who Peter Colman is as a person, and as a copywriter.

Now, if you happen to be an 'analytical' personality type whose frustration and intolerance levels are already approaching the breaking point due to the apparent absence of logic in this free-wheeling presentation ... Or perhaps a 'driver' type who wants only to see the 'big picture,' and is happily obsessed with only substantive information and immediate results ... Then you may be inclined to read no further, if you haven't already bailed ...

So I am going to beg your indulgence and get a little creative writing out of my system.

If you are interested in expanding your veritable knowledge base and gleaning a few insights on your impassioned quest for success, you might just enjoy a brief taste of poetry before we move to the serious and more profitable business of copywriting ...

Consider this brief indulgence a light appetizer before the main course.

When I am not writing copy, I am either completing chapters for the next book, or creating a bit of poetry ('Poeia' is a Greek word that means to 'create.').

*So, if, like me, you enjoy a touch of poetic/creative 'garnish' to an otherwise bland serving of words, then I invite you to savor this little tidbit from a personal anthology of poetry entitled *Granite Outcroppings* ©*

Poeia

Somewhere . . . Somehow . . .
In the misshapen molecular morass . . .

In the primal depths and lifeless shapes
And disjointed, disenfranchised images . . .

Lay the pristine form of
Nascent beauty. . .

Small trembling lines...
Temerarious forms. . .

Little lungs,
Groping for tiny breath. . .

Miniature embryonic voices,
Shattering the glassy silence of the womb...

Pink little gossamer vessels perking to colorful life. . .
Pure shallow streams of glorious sensitivity,

Flowing gently...,
Irrevocably...,

Toward the smiling,
Shimmering surface of the sunlit sea. Peter Colman

Who is Peter Colman?

Well, it's a long story ... A story that is still being written.

But for those who may be interested, my story actually begins in the pre-dawn darkness on the quiet seacoast shore of Southampton, England.

The day is April 15th, 1635. The virgin rays of a fiery summer sun cast a subtle burst of light upon a proud, resolute figure standing quietly on the deck of the English merchant-ship, the James. Thomas Colman, husbandman and proud citizen of his

native Manchester, stands alone, surveying the surface of the dark Atlantic ...

How could Thomas have ever known what adventure, what painful intrigue and incurable shame would accompany his journey to the New World.

Nor could he yet surmise the equally intoxicating joys that his new home would yield in the decades to come until, at last, his tired frame, and fortune, should come at last to find blessed rest and uncelebrated anonymity upon the lonely, wind-swept Nantucket shore.

But that's another chapter, in another place, a long time ago.

In truth, the story of this writer's life has already been vividly detailed in the celebrated auto-biographical, creative non-fiction account, [Father of the Man: A Journey Toward Reconciliation](#).

So I will spare you another arduous account, and simply recommend the book ... but add a short summary:

Dr. Peter Lee Colman is a native New England son. He was born of Robert E. Colman and Doris A Rogers in Goffstown, New Hampshire, on May 2nd, 1948. He is a descendant of one Thomas Colman, of Wiltshire, England, who came to the shores of the New World in 1639 on the mercantile ship, the "James." Thomas, the patriarch of the Colman clan and husbandman by trade, settled on the Parker River, in what was then Newbury (now a northern suburb of Boston). He later migrated north, with a companion by the name of Steven Bachelor (the infamous "Unforgiven Puritan" of New England lore). Colman and Bachelor were among the original settlers of the small colony of 'Winicowett,' (1638), later known as Hampton, on the northern shores of New Hampshire. Thomas Colman was also the 'first

settler' of Nantucket, where he migrated in 1622, and lived the remainder of his life. Dr. Colman is the descendant of a long line of hardy New Englanders.

Dr. Colman graduated of Manchester (New Hampshire) Central High School (1966). He completed his under-graduate studies in English Literature at Nyack College (formerly "Nyack Missionary College") in Nyack, New York (1970). In 1973, he graduated with a Masters of Divinity degree from Gordon-Conwell Theological Seminary in South Hamilton, Massachusetts, and received a PhD in Intercultural Studies from Trinity Evangelical Divinity School (Deerfield, Illinois) in 1999. Peter and his wife, Judith, served with their four children as missionaries in Burkina Faso (formerly Upper Volta) West Africa from 1978-1992. Since that time, they have taught at a variety of schools and universities in northern suburbs of Chicago, where they now reside. They are both teachers. Peter is also a free-lance writer, poet and novelist.

But if you're wondering exactly where I'm coming from, philosophically-speaking ...

A Brief Personal Word ...

Now, for the reader who may be concerned to peruse the author's unadorned and unostentatious pedigree, or 'credentials,' as academia is fond of repeating, I am simply including here a copy of what would appear to be a glaringly religious kind of résumé ...

The reason is simple.

I am, unapologetically, a committed Christian (though not as yet to the extent that the term 'committed' is generally used in the lonely corridors of the social or behavioral sciences).

I freely and gratefully attribute all that I am, or have ever hoped to be, and all that I have ever learned or understood in this marvelously complex and ineffably exquisite world in which we live (evil and human corruption notwithstanding) ... to the grace of an eternally loving heavenly Father from whose inspired and living Word I have drawn life, and strength and hope each day of my brief life (thus far ...).

I have, though it was hardly ever my deliberate intention to do so, spent most of my adult life in some form of Christian ministry, beginning early in my childhood, when I first understood the Gospel, and continuing through my high school and college years, when I became particularly active as a student of the Scriptures, and zealous proponent of the Christian faith.

I must interject at this point in the conversation that I sincerely trust that my ardent transparency and the expression of my simple convictions here in print will not prejudice anyone's opinion of me as a human being, or, God forbid, as a writer ...

In the intervening years since my childhood conversion, I have been an only son, a student, an athlete, a husband of one wife), father (of 4 children), preacher, missionary, professor, teacher, story-teller, fence-builder, antique bottle-collector, fly-fisherman, author, poet, writer and (blissfully) grandfather of eight precious children ...

On June 5th of this year, 2009, my beloved wife, Judith, and I will celebrate our 38th year of marriage.

Thank you ... No applause, please. Just send money.

*But now, finally, the formal résumé which I promised earlier - *le voilà*:*

Peter Lee Colman, Ph.D.

**82 E Green Valley Court
Round Lake Beach, IL 60073
224-372-7233
thecolmans@aol.com**

Qualifications Summary

- **Highly motivated Intercultural Communications Consultant experienced in program development and instruction in cross-Cultural studies and intercultural communications; hands-on team player with demonstrated leadership qualities and highly effective interpersonal/communication style.**
- **Track record of performance characterized by commitment to continued learning, as well as strategic initiative-taking both in the instructional realm and in working with diverse populations.**
- **Expertise in presenting conferences and professional seminars emphasizing traditional cross-cultural studies, intercultural communication, interpersonal relations and impact of cross-cultural influences and cultural adaptation. Field knowledge encompasses these competencies as well as literacy, text-writing and editing, translation and demographic research.**
- **Expert presentation and stand-up delivery abilities; highly skilled in effectively addressing audiences of all backgrounds and cultures.**
- **Professional expertise complemented by extensive experience as a university and graduate professor.**
- **Complete fluency in English, French, Bambara (official vernacular language of Mali), and Jula (dialect of Bambara and *lingua franca* of a majority of West-African populations).**
- **Professional communication (writing and speaking) skills include college presentations and orientation for new instructors, a published presentation for the American Association for African**

Studies (Houston, Texas, 2002), post-graduate instruction in French, professional training in copywriting (American Writers & Artists, Inc.), poet and published novelist (*Father of the Man: A Journey Toward Reconciliation*. Published by Christian Services Network/CSN Books © Copyright 2008).

Core Competencies

- Keen assessment/inventory skills
- Big picture thinker with strategic vision
- Highly articulate and eloquent
- High-energy, enthusiastic presentation style
- Consensus builder with creative talents
- Catalyst for positive organizational growth

Education

- 1999 TRINITY EVANGELICAL DIVINITY SCHOOL – Deerfield, IL
- Ph.D., *Intercultural Studies (PhD/ICS)*
 - Completed all degree requirements; degree conferred 12/99
 - Successfully defended dissertation 5/99: “Bambara/Jula Proverbs as Mediators in the Communication of Meaning; Toward a Conceptual, Hermeneutical Model for Increasing Intercultural Understanding”
- 1978 *ECOLE DE LANGUE FRANCAISE* - Albertville, France
- ‘Certificate of Practical Knowledge of the French Language’ (*Certificat de Connaissance Pratique du Français*)
- 1973 GORDON-CONWELL THEOLOGICAL SEMINARY – South Hamilton, M. Div.
- Masters of Divinity
 - Ordained in 1975
- 1970 NYACK COLLEGE – Nyack, NY
- Bachelor of Arts, English

There you have it.

I warned you that it would be a bit over-bearing and decidedly 'religious.'

By the way, if you would permit me just a brief word about that notorious 'red herring' of a word, 'religious ...'

A smidgeon of etymological insight might be helpful here:

Origin:

*1175-1225; ME (< OF) < L *religiōsus*, equiv. to *religi* (ō) **RELIGION** + *ōsus* - ous - [Middle English, from Old French, from Latin *religiōsus*, from *religiō*, *religion*; see *religion*.] **re·li'gious·ly** *adv.*, **re·li'gious·ness** *n.**

*Probing even deeper, one discovers that the root (cognate) of the word 'religion,' or 'religious,' comes from the Latin word *religio* which is roughly rendered 'piety,' and is also related to a similar word *religens*, which means to 'fear the gods.'*

*The word *re-ligens* is the opposite of *neg-ligens*, which implies, as the word suggests, to 'neglect' the gods ... The word is also allied to the later English word *di-ligent*, and to another Greek word, transliterated *aleigein*, which means to reverence.*

The enigma for the Christian believer (perhaps, indeed, any believer, of any 'religious' persuasion), is that personal faith and the acquisition of other-worldly knowledge and virtue, if truly understood, has little if anything to do with intrinsic human goodness or worthiness, but is, in fact, the result of gracious forces and factors quite beyond a person's control.

This, of course, makes the discussion of 'religion' just a bit uncomfortable for both the so-called 'believer,' who understands that any such knowledge is underserved, as it does with the so-called 'unbeliever' who

claims to enjoy a blissfully carefree, but comfortably annoying avoidance of any mention of the word.

Well, by now you are probably wondering, "I thought this guy was a professional in the copywriting industry ...

With all of this specialized 'ministry' background, what does he actually do for a living?"

Good question. Here's just an abbreviated glimpse:

*Abbreviated Glimpse into
My Professional Career as an International Educator,
Speaker, Writer and Author ...*

Professional Activity

Setting/Organization

*French language study
Preaching and teaching*

*Le Centre Missionnaire
Albertville, France*

*Jula language study
Youth Chaplain
Literacy/Text-writing
Bible school instructor
Evangelism
Church-planting
Mission liaison*

*Christian Alliance Church,
Burkina Faso, West Africa*

*Youth and Pastoral
Ministry*

*Burkina Faso, Wyandotte
and Dearborn, MI,
S. Holland/Long Grove, IL*

*Adjunct professor -
Under-graduate:
English Composition,
Intercultural Studies,
French
Hebrew Old Testament*

*Trinity International
University
(Deerfield, IL)*

*Adjunct Professor -
Undergraduate:
English Composition,
Intercultural Communication*

*College of Lake County
(Grayslake, IL)*

*Adjunct Professor -
Undergraduate:
World History*

*Judson University
(Elgin, IL)*

*Part-time Instructor -
Graduate Level (PhD):
Theological French*

*Trinity Evangelical
Divinity School
(Deerfield, IL)*

*Visiting Lecturer -
Graduate level:
Christian Apologetics,
New Testament Theology,
Gospel of Mark*

*ECWA - Evangelical Church
Of West Africa (Nigeria),*

*WATS - West Africa
Theological Seminary
(Nigeria)
Kerela Theological
Seminary (India)*

*High-school English
Instructor*

*C&MA - Burkina Faso,
Carmel Catholic High School
(Mundelein, IL)*

*Professional Writing
And Speaking Engagements*

*Guest Lecturer for an
Orientation for new
Instructors - topic:
"The Power and Potential
Of Metaphor as a Catalyst
For Understanding"*

*The College of Lake County,
(Grayslake, IL)*

*Guest Lecturer - topic:
"The Power and Potential of
Metaphoric Language to
Broker Dynamic Understanding
And Unity in the Crucible of
Intercultural and Interethnic Relations"*

*National Association of
African American
Studies (Houston)*

Poetry Reading

*College of Lake County
(Grayslake Campus, IL)*

Guest Speaker

*Seminary Chapel - Trinity
Evangelical Divinity School*

*Guest speaker
(4 occasions)*

*Colloquium for legal
Personnel from the Lake
County Court House
(Waukegan, IL)*

*Guest Speaker and
Book-signing*

*Men's Group - Chippewa
Valley Bible Church*

Radio Interview -

WWIB - Eau Claire, WI.

*Pastors' Conference -
Topic: Gospel of Mark*

*ECWA - Evangelical
Church of West Africa
(Igbaja, Nigeria)*

*Professional Networking
Presentation - Topic:
"Clarity in Written and
Verbal Communication"*

*College of Lake County
University Center -
(Grayslake, IL)*

Academic Publications

1) Doctoral Dissertation

*"Bambara/Jula Proverbs as Mediators in the
Communication of Meaning: Toward a Conceptual,
Hermeneutical model for Increasing Intercultural
Understanding"*

*(PhD - Intercultural Studies, Trinity Evangelical
Divinity School, Deerfield, Illinois - May, 1999)*

*Note: The actual dissertation text may be accessed at the
Smithsonian Institute Research Information Systems
(SIRIS)*

<http://collections.si.edu/search/results.jsp?q=Bambara+proverbs&x=33&y=14>

Record: 7

Title: Bambara/Jula proverbs as mediators in the communication of meaning : toward a conceptual, hermeneutical model for increasing intercultural understanding / by Peter L. Colman

Author: Colman, Peter L (Peter Lee)

Physical description: xii, 382 leaves: ill. ; 28 cm

Type: Books

Place: Burkina Faso

Date: 2000
1999

Topic: Bambara language--Figures of speech
Dyula language--Figures of speech
Proverbs
Christianity and culture
Intercultural communication--Religious aspects--Christianity
Intellectual life
Languages

Call number: DT555.4 .C65 1999a

Data Source: Smithsonian Institution Libraries

2) Creative Non-fiction, autobiographical novel -

Father of the Man: A Journey Toward Reconciliation (CSN Books, Inc., El Cajon, CA - December, 2008)

Father of the Man: A Journey toward Reconciliation

Synopsis

***Father of the Man* is the story of a lifetime. It is a creative, non-fictional account of a prodigal father and his New England son who returns to his father's deathbed after a life of separation to offer comfort, healing and reconciliation. It is the story about a surviving son whose strength of faith enables him to effect reconciliation, and to rescue and restore his ailing father before his final descent into obscurity. It is the saga of a son who, at his father's deathbed, becomes the proverbial child and father of the man.**

The roots of the ignoble Colman family ancestry run deep in New England soil, from the simple settlements of old Newbury and Nantucket, to the serene shores of Hampton. Thomas Colman of Wiltshire, one of the passengers on the ship the *James*, arrived at Newbury on June 3, 1635. Having failed to fulfill his simple duties as a husbandman, he removed north to ancient Winnacunnet (Hampton) where he, along with the infamous clergyman, the Rev. Stephen Bachelor, “the unforgiven Puritan,” became co-founder of that settlement. Thomas, a man of humble religious pedigree and intense personal pride, was one of two in that fledgling Puritan community who was to bring the fatal deposition against the infamous Eunice “Goody” Cole (1656), the “witch of Hampton,” a despised and deranged citizen of that town, for the charge of witchcraft, resulting in the ignominious loss of her estate and her eventual incarceration in a Boston prison for the remainder of her earthly life. Thomas, having established his dubious legacy at Hampton, and with his relative anonymity intact, later moved on and became the ‘first’ founder of the settlement at Nantucket. The fathers had eaten and dispensed their share of sour grapes; the children’s teeth were set on edge for generations to come.

Robert Colman, one of Thomas’s unsung, uncelebrated descendants, is the epitome of Yankee courage, filial pride and inimitable, home-spun religious conviction. But his youthful heroism and distinguished military service is marred by a broken marriage, and haunted by the ghosts of duplicity, infidelity, and a fractured, tortured relationship with his only son.

Father of the Man chronicles a son’s struggle to sort out the disparate, conflicting strands of his father’s contradictory life. But it is also the story of a son’s quest to reconcile a strong personal faith and the lingering influence of insidious self-doubt.

The Colman legacy becomes every man’s story, as father and son rediscover their own humanity, and find redemption and unexpected reconciliation in the painful, but hope-filled hours of a father’s final days, when an only son becomes his own father’s mentor, mid-wife and mediator (a task which his father had been unable to fulfill) in the turbulent *trajet* of a lost father’s journey to the other side.

In recent decades, issues of family conflicts and family-conflict resolution have become a prime focus of professional educators, writers and practitioners. The problem of conflicting filial relations is so critical as to engender a virtual *pot-pouri* of psychological and related professional services designed to implement and facilitate mediation. There is good reason to believe that whether a person enjoys healthy, productive relationships in his or her lifetime depends, to a critical extent, upon a person’s ability to accept and assimilate relationships and other patterns of dysfunctional behavior bequeathed by preceding generations.

In an article entitled “Resolution of Long-standing Family Conflicts” (2003), Susan Costner, J. D., comments that “Many family disputes are probably so deeply ingrained or so egregious that they may appear to be unresolvable. Many family conflicts are left unresolved because the individuals do not have the tools to navigate the rough waters of

communication successfully.” The same article identifies such sample tools as ‘Divorce Mediation,’ ‘Guardianship Mediation,’ and ‘Communication Skills and Mediation Training,’ as effective means of restoration.

The prolific lecturer and author, Elie Wiesel, once stated that “There is something in the story which is almost eternal. God created man because He loves stories...Telling the Tale of course can be the over-all title for most of my work.” (From *An Annotated Bibliography of Books by Elie Wiesel*/ PBS)

The importance of telling and recreating stories, which serve to assist in this on-going process of mediation and self-discovery, is further affirmed by the existence of such notable institutions as the Harvard Family Research Project. Founded in 1983 at the Harvard School of Education, the Project exists to help “...philanthropies, policymakers, and practitioners develop strategies to promote the educational and social successes and well-being of children, families, and their communities.”

Stories like *Father of the Man*, drawn from the experience of real people in real circumstances, are eminently suited to help the reader to identify and personalize such dynamic factors, values and emotions as may help to mediate real reconciliation within the complex crucible of their own fragile experience.

Peter L. Colman
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PRESS RELEASE FOR IMMEDIATE RELEASE

Contact Dr. Peter L. Colman
Home: (224) 372-7233
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Dr. Peter L. Colman, professional educator, copywriter and author, announces the publication and release of his first full-length, creative non-fiction autobiographical novel --

Father of the Man: A Journey Toward Reconciliation

Synopsis:

Father of the Man is the story of a lifetime. It is a creative, non-fictional account of a prodigal father and his New England son who returns to his father's deathbed after a life of separation to offer comfort, healing and reconciliation. It is the story about a surviving son whose strength of faith enables him to effect reconciliation, and to rescue and restore his ailing father before his final descent into obscurity. It is the saga of a son who, at his father's deathbed, becomes the proverbial child and father of the man.

Father of the Man chronicles a son's struggle to sort out the disparate, conflicting strands of his father's contradictory life. But it is also the story of a son's quest to reconcile a strong personal faith and the lingering influence of insidious self-doubt.

The Colman legacy becomes every man's story, as father and son rediscover their own humanity, and find redemption and unexpected reconciliation in the painful, but hope-filled hours of a father's final days, when an only son becomes his own father's mentor, mid-wife and mediator (a task which his father had been unable to fulfill) in the turbulent *trajet* of a lost father's journey to the other side.

What others are saying...

"This is the book to own, to treasure, to read and re-read, if you (as I) have become convinced that literacy has become uncommon among today's writers. Peter Colman loves our language, but ... far more valuable to us as readers ... he has mastered its use to provoke and entertain us. We profit from his literacy. And he has heart. He gives us an extraordinary insight into his personal family history and reminiscences. In combination, woven with a remarkable narrative ability, he bestows to us the privilege of sharing his experience as he skillfully interweaves classic quotations into contemporary lifestyles."

Herschell Gordon Lewis

"As a pastor and ministry leader for over twenty-five years, I have witnessed and ministered to hundreds of wounded and hurting people. With rare exception, the primary cause of the wounds was a broken and un-reconciled relationship. Whenever the broken relationship was reconciled, healing occurred. I believe the deepest and most frequent wound is the father's wound. Read this

book! It is an intimate roadmap to healing the father's wound. Do this and you will become a healing agent for others.”

Dr. Raleigh Washington,
President, Promise Keepers and
President/CEO, The Road To Jerusalem

Dr. Peter L. Colman

Dr Colman is a professional communicator, free-lance writer, teacher, lecturer and conference speaker. His background includes over 35 years in Christian ministry, including 14 years as a missionary teacher and educator in Burkina Faso West Africa. He is an ordained pastor (M. Div. – Gordon-Conwell Theological Seminary – South Hamilton, MA)), and has a Ph.D. in Intercultural Studies from Trinity Evangelical Divinity School (Deerfield, IL).

Dr. Colman has taught at various colleges and universities on the graduate and undergraduate levels. In recent years, Dr. Colman has also conducted courses and seminars in Christian Theology, Apologetics, Language Composition and French at seminaries in India and Nigeria, Africa.

Dr. Colman and his wife, Judy, who currently reside in Round Lake Beach, Illinois, have four children and seven grandchildren. Dr. Colman and his wife are active members of the Harvest Bible Chapel in Lake Zurich, Illinois, where Dr. Colman serves as an elder.

Book Reviews on Amazon.com

Father of the man, a journey toward reconciliation, April 8, 2009

By [Daniela S. Gorsuch "Matt Gorsuch"](#) (IL,USA) - [See all my reviews](#)

Relevant and heart warming, and at some points laugh out loud funny. This book allows you to look back into New England history through one family's experiences.

Father's have the authority to empower, build up, support a family, to correct or distract from the trajectory previous men in their position have navigated, to recreate for good or bad, what could have been or still may become a family legacy. A child has the power to overcome the mistakes of his father even while stumbling through his own growing pains, experience as well as offer grace and forgiveness, and reconciliation. These opportunities are beautifully unraveled in Dr. Coleman's own journey.

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Was this review helpful to you? [Comment](#)

★★★★☆ **A rich and courageously honest book.**, March 10, 2009

By [Kellie Singh](#) (Boston, MA) - [See all my reviews](#)

Dr. Colman writes in a unique style that interweaves New England history, his family's oral history, and his own memories from childhood to the present. It is not a chronological timeline, but a human account of a man struggling throughout his life to connect with his father -- it is put together as a puzzle, piece by piece, sometimes moving from one section to another, and done so genuinely that, in the end, we don't even need all the pieces to the puzzle. He puts his readers at ease with his honesty, and shares emotions that we can relate to: sadness, abandonment, curiosity, frustration -- then presses on with forgiveness, humility and hope. His writing reveals the intricacies of human relationships and the imperfect nature of people, while highlighting the primal need to for intimacy between child and father. A demonstration of how withholding judgment and stepping out with compassion have the power to bring about reconciliation, and often, as in Dr. Colman's life, a contagious form of reconciliation.

3) *Unpublished Poetry Anthology -*

Granite Outcroppings©¹

Acknowledgements

The author of the present, original, unpublished selection of verse is indebted to a host of teachers, friends and colleagues, past and present, who provided the inspiration and encouragement to endeavor to express a depth and diversity of experience and interaction in uniquely poetic terms.

Among those whose invisible presence continues to yield a timeless influence are an eclectic host of poetic voices, including the Bard, himself, Robert Herrick, John Donne, Gerard Manley Hopkins, Robert Burns, William Blake, et al., as well as numerous modern voices such as E.E. Cummings, Sylvia Plath, Dylan Thomas, W. H. Auden, C. S. Lewis, Robert Frost and Emily Dickinson, to mention just a few.

¹ The expression *granite outcroppings* is taken from *Ethan Frome* (1911), written by New England novelist Edith Wharton (1862-1937). The reference is indicative of the novel's characters (particularly the protagonist), whose sedentary life, much like the stark setting from which he emerges, is shrouded in grass-roots secrecy. In the author's words: "They were, in truth, these figures, my *granite outcroppings*; but half-emerged from the soil, and scarcely more articulate." (Introduction – vii)

Much of the material is inspired by what can only be described as an intrinsic, integrated experience of personal (Christian) faith (comparable to what the ancient Greeks reverently attributed to the unseen Muse), whose ultimate source and substance effectively and fundamentally transcends the complex, observable, but equally remarkable nature of the material world, as it does the symbolic nature of language itself.

At the risk of omitting others, I should like to simply mention the formative influence of William Fry, former instructor of English Literature at Nyack College, Nyack, New York, whose love of language and life, grounded in an unequivocal personal faith, inspired in a fledgling student a life-long love of language and literature.

Finally, like the proverbial leper seen to be ‘dancing in the middle of a crowd of friends,’ I am eternally indebted to innumerable Burkinabe friends who inspired and fanned a love of language by introducing me to the world of the African proverb, a journey that unlocked a vast reserve of limitless forms and fresh ideas whose boundless beauty and depth of meaning continues to unfold.

The following is a sample Table of Contents. The entire copyrighted edition contains roughly 140 pages of poetry selections representing diverse genres ...

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The anthology contains an introductory poem, or 'proem,' as well as an original poetic 'tribute' to Miss Emily Dickinson, both of which selections are included here ...

**A Tribute to Miss Emily Dickinson (1830-1886),
Poète Extraordinaire -**

**(After a re-reading of her poem XCVII²
On August 9th, 2003)**

We never know how *small* we are
Till we are forced to bend;
And all our proudest circumstance
Effectively transcend.

The noblest beast of Paradise
Is by innocence beguiled;
The bravest lord of nature's pride
Pays homage to the smallest child.³

Proem

A Poet's Prayer

Icarus I am not. Nor Narcissus.
(At least the last time I looked ...)
But here I stand, poised ...
Perilously perched with waxen wings
On the fragile edge of virtual anonymity.

I am not particularly fond of the

² "We never know how high we are

Till we are called to rise..." from Emily Dickinson's *Complete Poems*, Part One: Life, 1924.

³ Isaiah 11:6 – "The wolf will live with the lamb, the leopard will lie down with the goat, the calf and the lion and the yearling together; *and a little child will lead them.*"

Prospect of faltering, or falling.
But I have often dreamt of flying ...
Of swinging unfettered, unencumbered,
From towering treetops,
(like a 'swinger of birches ...')⁴

'One could do worse ...'
Or traversing, Tarzan-like, the unfriendly,
But beckoning landscape of the world's
Transient, formidable forest floor.
Like an aerial acrobat above center ring.

I shall fly, then,
And beseech the sun's
Benevolent rays
To smile upon my effort
And speed my ascent.

4) A Brief Word about My Writing Style

I am an incurable romantic, and attribute my love of language to early exposure to diverse literary genres in the Scriptures, as well as in the writings of prominent 17th and 18th century religious authors and poets. John Donne and Gerard Manley Hopkins are particular favorites, as are earlier English classical writers such as Chaucer and Shakespeare.

Ironically, English was never my favorite subject as a young student, at least the way in which the mechanics of the language were taught in the American school system ...

But as a native New Englander growing up in an ethnically-diverse upper lower-class community, my relatively independent and carefree existence, tempered by a grassroots exposure to a very warm conservative Christian community,

⁴ The language here is taken from the poem *Birches*, by Robert Frost. The title, *Set the Poet Free in Me*, on the next page, draws inspiration from Frost's poem *To the Thawing Wind*, from *A Boy's Will*, 1915.

combined with a love of nature and of people to weave into the tapestry of my soul a genuine love for life and literature.

In truth, as a junior in high school, I experienced a very private but profound spiritual awakening, accompanied by a new-found passion for the Holy Scriptures (which I had been taught as a child). That passion was fanned as I moved on to college where I reveled in the further exploration of the study of the biblical text, while at the same time pursuing a love for the English language and its literary traditions.

Graduating with an undergraduate degree in English Literature (with a minor in theology, and a taste of Greek), I continued to court both loves ... at the seminary level.

Presently, after more than 40 years of professional speaking and writing in various 'ministry,' and other professional settings (including 15 years of teaching English Composition and English Literature to high school and college students), I am enjoying a more creative approach to writing ...

I have taken the proverbial plunge as an author and poet ...

*But I have also embarked upon an entirely new writing venture, one for which I have found myself, ironically, both over-prepared, and, more surprisingly, quite *unprepared*, if not entirely unqualified. It is a career that is both uniquely challenging and demanding ... And one that 'flies in the face' of conventional English language usage.*

It is a career that does, indeed, require a skilled approach to language communication ... But one which also demands that the writer retool his or her professional repertoire of cherished rules and conventions in favor of a totally different genre of

communication that is ruthlessly persuasive, economical and conversational to the core ...

Such is the task of the professional copywriter!

And, according to the premier voice in the art of copywriting and in the wider world of mass communication, Herschell Gordon Lewis, "Clarity is the first commandment!"

5) Professional Copywriting Training

I am a professionally trained 'card-carrying' Circle of Success (COS) member of American Writers & Artists, Inc. (AWAI), Delray Beach, Florida.

AWAI is the premier training institute for copywriters worldwide, and is the prime source from which major businesses and professional organizations enlist their best copywriting talent.

The chief architect for AWAI's legendary success in the copywriting industry is author and renowned copywriter, Michael Masterson, the driving force and sustaining influence behind AWAI's Accelerated Program For Six-Figure Copywriting.

In August of 2008, I transitioned from a full-time career in teaching, to become a professional copywriter, author, lecturer and speaker.

In the interim, I have written and self-published a full-length novel chronicling the history of the Colman clan in New England, and developing the full story of my relationship with my estranged father and the days of renewed friendship and

reconciling love we experienced during the days and weeks just prior to his death in March, 2005.

*The publication of this book, and the circumstances of our lives, provided the impetus for a new career in writing ... I am presently writing a second book, *When Lepers Dance*, which will focus upon the depth of wisdom embedded in the African proverb.*

When Lepers Dance will also highlight 14 years of learning, change and renewal that we experienced as a missionary family while serving in Burkina Faso (formerly 'Upper Volta'), West Africa (1978-1992).

These many years of exposure to an unfamiliar, culturally-diverse environment have radically transformed the ways in which we look at the world and its people.

More specifically, our brief interaction and assimilation (howbeit imperfect) with our Burkinabé friends and colleagues has changed forever the way in which we understand our own culture and language, as well as the way in which we listen to, and communicate with others.

We are deeply indebted to each one, and to countless others who have impacted our lives for good.

So, what, you ask, is the meaning of dancing lepers ...?

To those who may be familiar with the cultural and linguistic context, the answer is surprisingly simple:

"If you see a leper dancing in a crowd ... then you'll know that he/she has many friends ..." (Bambara proverb)

But back to the subject of copywriting ... and a key question in the minds of those who may be in search of a qualified writer:

*What does distinguish a 'good' copywriter?
from a great copywriter?*

The short answer is: A great copywriter has the experience and training to create extraordinary, compelling ... And he/she is able to execute!

But here's a more detailed, abbreviated answer -

A 'great' copy writer:

- *Strives for clarity of expression above all else.*
- *Values credibility*
- *Creates immediate rapport with a reader/client.*
- *Seeks to implement a conversational style.*
- *Focuses upon the benefits which the client or the client's product has to offer.*
- *Leaves no stone unturned in an effort to understand the product and the particular audience for which the product is intended.*
- *Writes with a ruthless sense of urgency, specificity and relevance.*
- *Understands the meaning of verisimilitude ...*
- *Writes and rewrites with a view to fulfilling and satisfying a client's primary intent.*
- *Is a master wordsmith!*

- *Is willing to sacrifice convention for an effective conversational style and an extraordinarily compelling brand of copy that yields measurable and desirable results.*
- *Respects and honors a client's deadlines.*
- *Is consistent, dependable and trustworthy.*
- *Honors his or her commitment to creating exceptional copy that sells.*
- *Is capable, on a consistent basis, of finding and exploiting (for the profit of the individual, or the individual business client) the 'Power of One' (M. Masterson) Big Idea, that is, and creating equally compelling copy.*

And finally, a 'great' copywriter never stops honing and refining the cutting edge until he or she has created a near-perfect copy that is worthy of the product it is being trusted to promote.

6) Sample Copywriting 'Specs'



Let Us Help You Eclipse the Competition!

*Beginning Immediately, We're Unveiling an Extraordinary Offer - One That Will Empower Professional Builders Like You To Create and Re-Crete a Home-Owner's Paradise
We're calling it ...*

The “Window-Coverings for Builders Program”

As masters in the craft of creating and delivering premier window treatment solutions, we are affirming a long-standing commitment to our professional home-building partners...

We are going to help you surpass the competition by working *with you* and *for you* to create an irresistible, luxurious finishing touch to the quality that you routinely build into your custom homes. And we are making a promise to match your standard for excellence with unequalled value and style.

We feature a comprehensive celebrity selection of the very finest collection of window-coverings on the market, from some of the biggest hitters in the industry...Names like Hunter Douglas© and *Kathy Ireland Home*© by Alta Window Coverings, are on board with our team of experts to deliver a stunning premium wrap to your professional product.

But that’s only the beginning. Here are just a few of the immediate benefits we offer to fulfill our promise to provide state-of-the-art home-finishing premium products...

- **Our customer service is unequalled.**
- **Our trained consultants will pamper your clients with personal expert attention.**
- **Our mobile ‘shop-at-home’ service is at your command, and poised to fulfill your cherished customers’ every need and desire. *We are even prepared to assist your customers with their selections and purchases should your designer be unavailable...***
- **Our “Window-Coverings for Builders Program” delivers a fresh source of revenue...**
- **Our new program can be included as either an allowance, or as a separate package price.**
- **Lenders will include custom window coverings as part and parcel of a new home mortgage.**
- **And our *unique offer* comes complete with a customized Window Coverings Package specially crafted to meet your company’s standards.**

*We’re “The Showroom that Comes to YOU.” Call **Floors & Shades DIRECT** at (856) 673-1999. Ask for James. We’re ready to go to work for you NOW.*

AAA All Brands Hearing Aid Service

6307 S. Dixie Highway

West Palm Beach, FL 33405

www.myhearingcenter.com

Office: 561-585-5499

Fax: 561-585-5497

PRESS RELEASE

FOR IMMEDIATE RELEASE
Contact: Marc or Cecile Colman
Office: 561-585-5499
Fax: 561-585-5497

Treat Yourself Today and Every Day to the Priceless Gift of Sound!

West Palm Springs, FL December 1, 2008 – **AAA All Brands Hearing Aid Service**, West Palm Spring's premier professional hearing specialist, announces complimentary hearing analysis and full, free follow-up service to the general public.

Are you suffering silently from the helpless discomfort of hearing loss? Are you *tired* of feeling left out of the conversation? Or frustrated because you can't hear what others are saying... and are too embarrassed to speak up?

Beginning today, professional hearing instrument specialists, Marc and Cecile Colman, are renewing their life-long commitment to provide expert hearing loss analysis and state-of-the-art treatment to individuals like you in their community

As committed, caring hearing professionals, Marc and his Mom (Cecile) are *renewing their guarantee* to provide personal, customized service to their customers, including clinically-proven computer-programmable aids, complete with complimentary instruction, adjustments, reprogramming and replacement services.

But a full range of professional products and proven hearing solutions are only *the beginning* of the personal package the Colmans offer their clientele. They guarantee *full personal satisfaction* as well:

“If you go through your program and don’t feel that the hearing instruments are giving you the help you need, simply return them for a refund.”

For your complimentary hearing analysis and friendly consultation, contact Marc or Cecile TODAY at 561-585-5499. Or visit their office at 6307 S. Dixie Highway (just 5 blocks north of Forest Hill Boulevard).

Now is the time to turn a ‘deaf ear’ to agonizing hearing loss and lend a *resounding* ‘yes!’ to every conversation.

“You have our unconditional promise ‘to help you hear better and keep you hearing.’”

Marc and Cecile Colman

Some advertorial promotions, sales-letters, and other copy-related marketing tools are still a work in progress, requiring continual refining and retooling ...

One such sample was created for our own small independent business, featuring air and water-purification products ...

*Breathe Mountain-Fresh Air
In Your Home.
All Day ... Every Day*

Dear friend and eco-friendly consumer,

What if someone were to tell you that you and your family can enjoy a germ-free, fresh-air environment in your home or workplace every day.

Well, someone just did.

That's right. 99.99% pure air and water in your home every day.

Without filtration.

You will not find anyone else anywhere who can make such a claim.

And you will not find another product that is scientifically proven to actually deliver out its promise to create a clean air and water environment in your house 24/7.

There is only one product in existence today that can deliver such results, and do it every day without annoying filters and expensive maintenance costs.

How do I know?

How can I make such an extraordinary claim?

Greetings.

My name is Judy Colman. My husband and I have tested and used this revolutionary, but simple technology in our home – and have given our children and grandchildren the same benefit.

We are so convinced that this technology actually does what it claims to do that we are putting our names and reputations on the line and recommending it without apology.

The system we are recommending is not a filtration system.

That may come as a surprise to you, as it did to us.

Here's the good news...

Most other so-called 'air-purification' systems, no matter how sophisticated and 'guaranteed to be efficient,' use what is called *passive* technology.

A system that is ‘passive’ uses fans and other filtrations devices (all of which consume excessive energy) to force or bring air to the unit.

The disadvantages of such systems are many:

- **Only the air that passes through the unit enjoys the benefit of filtration**
- **The air that is ‘filtered’ still contains a host of allergens and pathogens (bacteria and micro-organisms, etc.) that simple filtration systems are powerless to remove from the air.**
- **Their effectiveness is limited at best.**
- **The cost of keeping such systems running is higher than necessary. (Fans have to run higher to ‘filter’ more air).**
- **Such systems can never completely purify the air – nor can they remove micro-organisms and bacteria that breed on surfaces.**
- **These filtration systems are incapable of removing chemical and other unpleasant odors, including pet odors and pet dander, and virtually all invisible chemical substances in your air and water -- substance such as chlorine, traces of antibiotics and similar potentially harmful substances in the average house.**

Fresh Air is vital!

My husband and I live in a northern Illinois suburb – not too far from Chicago.

Statistically, the average Chicago home is known to contain five times more harmful pollutants, particulates, and disease-bearing microorganisms than the outside air.

Given the challenges we all face today from a sick economy and increasingly struggling environment, clean air and water in one’s home environment may just be the most vital and indispensible commodity out there.

To put it simply, providing the gift of pure air and water in your home – for yourself, your children (and perhaps your grandchildren), as well as your

friends, may be the most critical and life-saving investment you will ever make.

Try it free for 3 days.
No obligation.

For those living in the greater Chicago area, to show how absolutely convinced we are of the value and lifelong benefit of this technology, we are offering a 3-day trial of our in-home 'Fresh-Air' unit with absolutely no obligation to purchase.

For anyone else who may be interested in this proven system, all we ask is that you contact us personally and allow us to help you in any way we can to create a certified environmentally clean air and water environment in your home now.

Saving on your electric bill
can help you breathe easier, too ...

As a bonus for your inquiry, ask about our PowerWorkx technology that is guaranteed to reduce electricity consumption in your home by as much as 25%.

Please call now.
Pure fresh air begins with you!

For more information on this revolutionary, affordable, proven pure-air and water technology, please contact me toll-free at 1-800-541-1703.

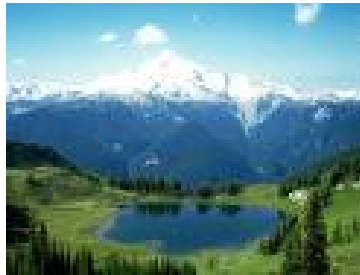
Or visit my eco-friendly website at www.freshairliving.com/jcolman.

Thank you.

And breathe well. I can help.

**Judy Colman
Your local catalyst and ally for a pollution and particle-free Fresh Air home environment!**

Breathe Pure Fresh Mountain Air *Inside* Your Home...



Our Invitation to You.

Dear Neighbor.

Judy and Peter Colman here. We live just around the corner.

We would like to introduce our neighbors to a revolutionary air-purification product that was developed in cooperation with NASA, and is now available to the American home-owner.

This product uses 'ActivePure,' technology to radically eliminate a host of pathogens, particulates and organic bacteria from the air and from all surfaces in the home.

It is the very same technology that is used today to scrub the air pure inside the Space Shuttle and Space-Station.

So convinced are we of the unique benefit of this system, that we have given it to our children and grandchildren. But we want to make this technology available to you, our nearest neighbors, as well.

We would like to invite you to a very brief, informal presentation and practical demonstration of this technology (which we have been using in our own home for about a month now)

There will be no sales-pitch. You are under no obligation to purchase anything, or to make any commitment to any product whatsoever! You have our personal promise. We would simply like the privilege of introducing you to the product.

We *do* want to make one outlandish offer, however. To anyone who may be interested: We would like to offer you a FREE 3-DAY TRIAL of our company's most popular in-home 'Fresh Air' unit.

Again, there is absolutely no obligation to buy anything. We sincerely want to demonstrate the benefits of this proven technology.

As always, you are the best judge of what you need.

Please call us if you would like to 'pop in' for a visit. We will have light refreshments and beverages available. Or just stop in to say hello.

We would like to know who are neighbors are.

Thank you, neighbor, for listening.

Judy and Peter Colman,
Independent Business Owners for *EcoQuest International*
Address - 82 E Green Valley Ct., Round Lake Beach, IL 60073
Phone: (224) 656-1173

Date of scheduled presentation _____

Time: _____

Note: We encourage you *not* to smoke during the brief, informal presentation. But if you *do* choose to smoke, the fumes will be gone before anyone else even notices...☺

ELECTRIC COSTS ARE SPINNING OUT OF CONTROL...

But Now There Is a Simple Way
to Reduce Your Monthly Electric Bill,
Protecting Both Your Wallet *and* Your Home.

Suppose that your home was hit with an electrical surge, spike, or, even worse, a lightning strike? What would you do?

True story: Some years ago, a lightning strike exploded a large tree near our driveway, rupturing a gas line and sending a magnetic energy pulse through our home...

The electric surge fried a new computer, the television and VCR, and a microwave oven...

We have since learned that there is a relatively inexpensive technology that could have prevented such damage. It could have ten years ago, and it can now.

Industry has been using this simple, money-saving technology for decades.

Today, the cost of electricity in the average American home and business has sky-rocketed. In some states like New York and Hawaii, costs are in excess of 30 cents per kilowatt hour!

But at the same time that we have become increasingly independent on electrical energy to run our luxury and labor-saving devices, we have become more vulnerable...

Not only do we pay more for the electricity that we consume, but our homes and energy-dependent devices suffer from a constant barrage of dangerous surges, spikes and noise...

The good news is that there is finally an affordable, proven solution to high electric bills and the unpredictable, erratic flow of electrical power that surges through our homes...

This simple, but revolutionary technology is easy to obtain, and even easier to install.

It is not an appliance. It consumes no electricity, but rather recycles most of the 30% of electrical current that the average household (or business) *wastes* on a regular basis.

And it also doubles (I should say ‘triples’) to protect your home against dangerous and costly power-surges and residual static (‘trash’).

So, you may be asking, what is this new technology? And how can I get it? Now...

Good question.

Another form of copy was drafted for a personal friend who is the founder and co-chairman of a local tax accounting service:

(Inside Left Column)

Elite Accounting & Business Services

Your premier tax and accounting experts in Lake County.

At Elite Accounting, our team of trained professionals is ready to deliver premium tax and accounting services, custom designed for individuals and small to mid-size businesses

What we offer is a comprehensive package of accounting and consulting services.

What we promise is integrity, state-of-the-art personal service, and rock-solid client satisfaction!

Tax Services

- *Accurate Tax Return Preparation for personal Income, Estate and Fiduciary Trusts*
- *Customized Income-Tax Planning*
- *Specialized Estate and Gift-Tax Planning, and*
- *Reliable Representation and Tax Examinations*

Tax-related returns are our specialty.

But before you see the entire list of offerings for small-business start-up consultations and accounting services, we have an announcement for first-time clients ...

*Beginning today, new customers are entitled to a **free** initial consultation.*

Simply call our professional servers today at 847.833.8822

But this is just a sample of the professional financial services we offer our customers.

For those future business partners who have an insatiable appetite for success, we have prepared an additional list of services ... One that allows the professional staff to exercise their combined skills to cherished clientèle of unnecessary work and work.

In addition to providing relief from the annual tax preparation burden, we invite you to consider conferring the weight and worry to our conscientious specialists in ...

(Inside Middle Column)

Account and Auditing

Here is an additional sampling of the excellent services we offer:

- *Audit, review and compile Financial Statements*
- *Oversee Cash-flow, Budget Analysis and Financial Ratios*
- *Facilitate In-House accounting assistance, and*
- *Provide monthly Write-Up Services and General Ledger Accounting*

But there are a host of other indispensable business services that Elite Accounting provides for its cherished customers in the business community ... Namely,

Planning and Management Advisory Services

This cluster of specialized services includes:

- *Mergers, Acquisitions and Liquidations*
- *Reorganizations*
- *Stock Redemption (Buy/Sell Agreements)*
- *Internal Control Studies*
- *Interpretation of Financial Statements*
- *Special Investigations*
- *Formation of New Business Enterprise(s)*
- *Short/Long-Range Business Plans*
- *Lease/Purchase Studies*
- *Leasing Programs*
- *Financial Modeling*

- *Personal Financial Planning*
- *Pension and Pension Administrative Services, and*
- *Business Valuations*

The third principal offering in our triumvirate of professional services is:

Business Consulting

Again, here are the comprehensive programs we offer our respected clients:

- *Strategic Business Planning*
- *Complete Business Assessment*
- *Leadership and Management Training, and*
- *Customized one-on-one consulting*

(Inside Right Column)

You might be tempted to think that such a diverse range of critical services would be sufficient ... But we beg to differ. So we have made further provision for two additional comprehensive services.

The first such service incorporates core consulting strategies to enable small and mid-size businesses to achieve maximum efficiency.

Customized Accounting - *This premier package, starting at an affordable \$200 per month, includes:*

- *Monthly Financial Statements*
- *Monthly Sales-Tax Return*
- *Quarterly Payroll Tax Return*
- *Year-End Tax Planning*
- *Corporate Tax Return*
- *Individual Tax Return*

And for a Flat Fee of \$750, Elite Accounting & Business Services offers a customized business package exclusively designed for ...

Incorporation & Organization - *This second premier package is complete and comprehensive, and comes sealed 'special delivery,' with our signature promise to provide:*

- *Full Business Incorporation*

- *All Required State Fees*
- *A Federal Employee Number*
- *S-Corp Election*
- *Business Regulation with the State ...*
- ***All Expedited and Returned within 48 Hours!***

We are convinced that our professional commitment to you may well be your most valuable asset! But we want to make you one final, binding promise ...

Dear Friend,

Our promise to you is straightforward ... To provide the finest financial product available to individuals and small-to-medium-size businesses like yours. What we are talking about are premium, personalized Accounting, Consulting and Tax-related Services to suit your every business need.

Our approach is personal and proactive ... driven by a sincere desire to add energy, efficiency and exponential growth to your business venture.

(Back Left Column)

And because we want to partner with you in your business success, we're going to put an even sharper business edge on our promise to you ...

- *Phone calls will always be returned the same day.*
- *Financial statements will be returned within 1 week of our receipt of your information.*
- *Tax returns and other compliance forms will be completed before their promise date.*

Here's the 'bottom-line ...' From simple monthly write-ups (including financial statements, bank reconciliation and appropriate tax work), to complete acquisition divested analysis ... We want to be an integral part of your future.

At the end of the business day, we like to say that 'Our services reflect our commitment.'

Your Partners in Success,

*Christopher D. Smith -President and Certified Public Accountant
Mario Feijoo - Vice-President of Marketing and Sales*

Now, just one brief word about who we are ...

***Christopher D. Smith** is a certified, practicing public accountant with over 11 years of professional experience. His service experience encompasses a broad range of industries including real-estate, wholesale distribution, retail, medical, engineering, non-profit organizations and international mortgage brokers.*

Christopher's goal is to provide his clients with personalized service and the highest level of technical expertise.

***Mario Feijoo** rings over 20 years of business experience to the firm. He is a certified hospitality management specialist and respected practitioner in the hotel and communication industries.*

His experience as a business advisor at a local junior college provides him with practiced expertise as a business consultant in the field. Mario's passion in life is to use his knowledge and experience to help others succeed.

Take full advantage of that free consultation now. Call 47.833.8822.

Or contact either Christopher or Mario today at www.sfelitecpa.com.

This was designed as a 3-fold brochure. The final graphic design and formatting was created by Miss Cindee Cook - c-squaredesign@att.net



Nahhhh...

...but it's your good fortune to know someone who can!

Mario Feijoo is the small business specialist and VP of marketing and sales for [Elite Accounting and Business Services](#). He brings more than 20 years of business experience to the firm, ranging from restaurant management to the communications industries. Mario has owned and operated multiple businesses himself, and has a wealth of experience and insights to offer small business owners seeking to grow and increase their profitability. He also serves as a business advisor to the College of Lake County in Grayslake, Illinois, holds a Hospitality Management degree and is bilingual, English and Spanish.

"Mario's direct, no-nonsense style can benefit any small business owner interested in understanding and gaining control of their financial situation, especially matters related to tax accounting and payroll."

Randy R., Business Owner

**Read more [client testimonials](#)
then contact Mario today
at 847-833-8822**

We predict you'll be pleased with our service!

*Elite Accounting & Business Services
2701 Riverwoods Road, Riverwoods, IL 60015
847-833-8822
www.elitecpaonline.com*

Here's another simple sample of a personal profile for a friend and fellow member of a local networking group:

Friends and Colleagues, Please Welcome ...

Ms. Mary Sloman, AAS., AA., B.A.

*One of Greater Chicago's Formidable Citizens
And Celebrated Business Entrepreneurs ...*

Mary Sloman is a native of Waukegan, home of celebrated American author, poet, essayist and screenwriter, Ray Bradbury.

Mary also attended school with none other than Harrison Ford. Rumor has it that as handsome as young Harrison was, he could never seem to persuade a rather ravishing little classmate to look his way ... Poor boy.

Eventually, Mary became a professional sales-woman and community leader. She was a leader in a variety of male-dominated retail industries, served on the local YMCA Board, and was, simultaneously entrusted with the principal oversight of volunteer Girl Scout leaders in three separate local schools.

But Mary Sloman was not content to simply 'rest on her (well-deserved) laurels.

In 1982, after twenty years of marriage, and now the mother of four beautiful children, Mary completed her Associate of Applied Science degree in computer programming at the College of Lake County, Grayslake, Illinois.

But Mary's journey as a professional business woman and experienced entrepreneur had just begun ...

Mary's tenacity, unrelenting ambition, and a keen desire to further sharpen and refine her considerable business skills, led her to Columbia College of Missouri, where, in 1995, she completed an additional Associate of Arts degree. Mary received her Bachelor of Arts degree from Columbia College in 1996.

In just three short decades after her professional sojourn had begun, Mary Sloman (of Waukegan) had already served as the respected crew-member of an elite fleet of mortgage firms: Allstate Enterprises Mortgage Corporation (which became The Sears Mortgage Corporation), and the PNC Mortgage Bank, better known thereafter as Washington Mutual.

In 2008, undaunted by a formidable record of faithful service and business success, Mary signed on for another tour in the financial corp., with a well-earned double up-grade to the rank of insurance and mortgage-originator licensee

Today, Mary Sloman continues her relentless quest for excellence.

Since 2004, Mary's financial focus and considerable expertise have combined forces to create her own umbrella firm, Alecto Recovery Services, dedicated to client integrity in the collection of legal judgments and debt resolution.

In May, 2008, quite in character with her reputation for intrepidity in the world of mortgage, Mary created a sister service, known affectionately as 'Alecto Note Service,' specializing in mortgage-held notes, 'factoring,' (lending on Account Receivables), and purchase-order lending.

Mary's come a long way since she first met Harrison Ford in a small classroom on the northern shores of chilly Lake Michigan. Come to think of it, so has little Harrison ... 'Somewhere in a galaxy far, far away ...'

But even today, given her characteristic aplomb, ambition, resilience, and the same tireless, tenacious rush of energy and entrepreneurial charm ..., my guess is that if someone like Harrison Ford ever needed solid, stress-free intervention in his perilous quest for success, he would still look in Mary's direction ...

If you ask me, I'm with Harrison. I'm entrusting my money, and my future, on a winner. I'm betting on Mary Sloman of Waukegan, Illinois.

Some assignments are purely experimental, inspired by a love of travel and the dream of becoming a travel copywriter ...

Been Anywhere Lately?

Fed up with exotic arm-chair vacations?
Tired of jousting with windmills?

If you're like me, what *really* excites your passion is the real possibility of unlimited travel and free access to the writer's paradise of your choice. All wrapped up in one.

I'm here to tell you that there really *is* a way to write your own (travel) ticket for that 'vacation of a lifetime' that you want and deserve. Every time you want it.

Become a travel writer! A traveling composer of sorts. You can do it. You can learn to write compelling travel articles that sell, and make your own 'impossible dream' a reality!

As a travel writer, you will actually be *paid* to travel to those very places you've always dreamt of, and write about them at the same time...all at someone else's expense!

If that's your desire...your dream, then *The Ultimate Travel Writer's Program* is *your* personal passport to paradise. But be advised. This passport is not standard issue. It is the professional traveler's ultimate weapon...the real equivalent of that elusive black titanium card that only a cherished few claim to possess.

The Ultimate Travel Writer's Program transforms dreams into reality. Your new flight instructions include an easy, step-by-step guide, from writing a stellar article, to submission for publication.

And you *don't* need to be an expert in the English language to get it done.

Your one-way ticket to becoming an accomplished travel-writer is yours for an affordable \$279 (\$49 upfront, and only \$39 in 7 additional installments).

And your travel adventure comes complete with an air-tight guarantee:

If for *any* reason you are unsatisfied with *The Ultimate Travel Writer's Program*, simply return the materials (unmarked and in good condition) within a full month, and a reimbursement check will be sent to you.

It pays to plan ahead. So don't delay your departure another minute. Reserve your first-class seat among world travel writers *now*!

BOOK TODAY!

Are You a Compulsive Traveler with an Insatiable Urge to Write?

We Want to *Pay You* to Support Your Travel-Writer's Addiction

Let me guess.

You love to travel.

You're tired of the same routine – the endless dead-end rat-race.

“Welcome to the real world,” they say.

But you've been living in the real world for as long as you can remember, and you're getting nowhere fast.

Oh, and that's not all they're telling you.

It's that tired mantra about your grandparents' 'work ethic.'

OK. You don't question the importance of hard work.

But the idea of working your entire life just to help someone else succeed is getting old.

You don't want to continue to work for someone else for the rest of your earthly life...

You're working like a fool, and your 'superiors' are the only one's enjoying the scenery.

But as we speak, even *their* financial dreams are collapsing like a house of cards.
You're not buying it.

You've paid your dues long enough...lost enough skin.

It's time to change your life. Be your own person.

And it's time to do it now.

If you're like me, you've thought about it a lot...taking the leap, that is.

The leap toward financial freedom.

You've already decided to be free for once in your life...free to do what you really enjoy.

You're determined not to let another day go by without doing what you've always wanted to do.
Enough of the daily grind!

Enough working in the pits making bricks from mud and straw (for slave-wages) for Pharaoh's pyramids...

You want and need to be free to find your own Promised Land, a land flowing with milk and honey...

Most of us who are old enough to know better are not ready to waste the rest of our mortal lives grubbing for table scraps.

You know very well that what you've always wanted to do is cut loose and see how the rest of the planet lives, while you're still free to do it.

What if I told you that there is, in fact, a sure-fire way to do just that!

And to be absolutely clear about what 'that' we are talking about, here's the gig in a nutshell: To do just what?

**Travel virtually anywhere in the world, and write about, at your own leisure,
And get paid to boot!**

Sound like a plan?

Sound too good to be true?

Would you like me to repeat the offer just to be sure?

Someone is willing to pay you to realize and enjoy your travel-writing dreams...and they're more than willing to pay you royally for the effort...

I never did like that phrase, 'Too good to be true.'

It's a little like the boy who cried 'wolf!'

But in this case it's the real deal.

It's both good (better than good!), and also true.

So what's the bottom line, and what are the real benefits?

Let me spell it out for you in simple terms.

Those exotic places you dream of are still waiting for you, still eager to indulge your deepest desires and realize your most daring dreams...

If you have ever traveled to other lands and breathed the exotic air of another culture, or have imagined that you could, then this opportunity is for you...

If you have ever imagined yourself traveling to that exotic paradise (*without* a crowded cruise-ship waiting off shore), or those ancient ruins or bustling market-places...

In other words, if you're one of those people who can't seem to resist the hunger to describe your exotic adventure in vivid, sensuous detail...then this opportunity is waiting for *you*

The warm morning sun is still caressing those luscious soft sandy beaches, while sweet palm blossoms drench gentle playful sea-breezes with intoxicating fragrance...

What are you waiting for?!

Catapult Your Professional Copywriting Career Into The Success Stratosphere – Come With Us to *China!*

Want To Make A Stellar Career Out Of Success?
The Strategy Is Simple.

“To Become The Best, Befriend The Best.”

Here's how to seize a rare opportunity to reap real profits and enjoy VIP comfort and luxury status to boot.

The best of today's best aren't waiting for success to come them. They're going *global* in their careers. They're jetting and career-setting to China!

Why not come with.

Here's a little nudge from one of our writers:

“I've spent half my adult life traveling the globe, including the continents of Africa, India and Europe, but nothing comes close to the offer of an exclusive VIP escort to China with an elite team of professional fellow-copywriters.

I can't imagine a better way to hone my writing skills and up-grade my professional career than to participate in a First-Class writers' retreat."

(Dr. Peter Colman - Professional Copywriter and Author)

Dear Fellow-Traveler:

***Imagine* for a moment the real possibility of VIP executive travel privileges, exclusive participation in premier expeditions, and insider access to professional seminars...all as the member of an elite team of professional travel copywriters...**

But, if you're like me, simple imagining. is a luxury you simply can't afford.

So the very best thing you can do *right now*, today, is to make a life-changing, career-altering decision.

Decide now to join our professional globe-trotting team, and send your success soaring into the professional stratosphere

Sign up today to take an unprecedented journey to China, exotic paradise and playground of the gods...

Today you can make your impossible dream a reality!

Today you can begin to enjoy the experience of a life-time.

Today you can treat your professional portfolio and financial future to the luxury it deserves.

TODAY is the day to add your name to an exclusive list of professional global *entrepreneurs*, and gain immediate VIP access to one of the most prestigious travel-writers' opportunities ever offered.

Sign here to secure your First-Class Reservation.

And clinch your professional writing career...

Your future is now.

And finally, here are just a few additional sample writing specs to illustrate the possible range of copywriting choices.

Best Life Herbals –
More than simple supplements, But the very
substance of
natural health itself...

From the very beginning of life itself, the natural world has been endowed with an incredibly
rich and
abundant variety of life-giving, life-sustaining nutrients...pure, natural nutrients.

Best Life Herbals hasn't been around quite that long...

But it *is* a time-tested earth-friendly nutritional source.

A source you can *trust*.

We understand your essential health needs. Our medical team and nutritional staff are committed
to

providing people just like you with the highest quality natural food supplements available
anywhere on
the planet.

After all, human beings are life's crowning work.

You deserve every natural advantage in this life.

That's the way it was when the race began...and *we intend to keep it that way!*

For Men Only!

Listen men. Sooner or Later You're Going to
Admit That It Pays Real Long-Term Dividends
to Stay Fit and Healthy.

Take it from a 61-year-old fence-builder, father and grandfather. The
older we get, men, the more fragile our manhood becomes.

Our citadel is under siege: Fatigue. Back-pain. Arthritis. Hyper-tension.
High cholesterol. Prostate issues. Erectile Dysfunction ...

Let's be honest. In the presence of beautiful young mares, about the
only thing that aging studs can get to move are their eye-brows.

If you're like me, what you need is a good, reliable healthy dose of rejuvenation ... something to rekindle that fire in your flanks!

Here's the good news.

Now there's a man's way to beat aging...a sure, safe way to stay informed, inspired and fit. To restore that tired chassis, and retool that sluggish drive-train ...

Now there's a source that reveals the latest medical breakthroughs in men's health, new experimental treatments, and the latest discoveries ... all designed to help men keep their vigor and vitality.

What we are offering you today, men, is a FREE SUBSCRIPTION, to **Natural Health News Report**, a report 'For Men Only,' which contains a wealth of free information, including free downloads. Registration is absolutely free! [Register Here](#)

The Wall Street Journal

Whatever your profession. Whatever your contribution to the American dream.

Wherever you happen to live.

Whatever your prescribed path to success ...

The Wall Street Journal is your best clear choice.

Because what works in life,
works equally well in business --

'To Be the Best, Befriend the Best'

Dear Fellow Professional,

Those who choose the term *professional* make a good living doing what they do well.

That little saying about 'befriending the best' sounds like something Ben Franklin would have cooked up.

Well, it wasn't Mr. Franklin.

But had the Wall Street Journal existed in Ben Franklin's day, we suspect he would have been a loyal reader and contributor.

Young Ben was an avid reader and aspiring writer. But his legendary success as an entrepreneur was something he had to work at.

When his father commented that his writing "fell far short in elegance of expression, in method, and in perspicuity..." Ben responded, "...I saw the justice of his remarks and thence grew more attentive to the manner in writing, and determined to endeavor at improvement"

Ben Franklin became a great *writer* because he worked hard at being a great *reader*.

Yes, he would have enjoyed *The Wall Street Journal* in his day. As much as the Journal would have enjoyed him.

They're *both* still a great read.

Making the right investment in *reading*, much like making good choices about the company you keep is critical to your success.

That's just common sense.

The Wall Street Journal's readers, however, share one great advantage that Ben Franklin never enjoyed – the ability to receive and read a current, colorful, accurate summary of relevant information on everything from the

financial state of the world to the current price of the tea in Ceylon and China.

Today, nearly 300 years after Ben Franklin arrived in Philadelphia from Boston, and soon after started America's first public book-lending library in his own home, *The Wall Street Journal*, has become America's premier financial news journal, with full-length commentary by the best writers in every conceivable field: Money Markets, World News, Technology, Journalism and the Arts, Health and Travel, Lifestyle, and much more.

A new subscriber wrote recently that what prompted him to take the proverbial leap to the Journal was an unsolicited comment from a very successful colleague. In the middle of an inspiring exposé to aspiring writers, his colleague made a rather simple, straightforward observation:

“You need to stay informed...Your professional career depends upon your knowledge of current global, cultural and financial trends. One of the things I do daily is read the Wall Street Journal. It is unquestionably the best paper out there...It is extremely well written and is an indispensable resource for professional writers.”

So his friend did a bit of research of his own.

Here's what he found.

He discovered that the Journal has been the recipient of 33 Pulitzer Prizes for Journalism since 1947, the first year the prestigious awards were granted.

But what really impressed him, in addition to The Journal's peerless reputation for research and reporting, was its legendary grass-roots commitment to the public good.

One early morning in 1882, the same year that Dow Jones & Company was founded, a couple editors who understood the importance of providing sound financial advice, and working from a makeshift basement office, scribbled their first brief financial up-dates ('flimsies') and *hand-delivered* them to their subscribers on the streets of Manhattan.

Seven years later, on July 8, 1889, they turned out the first copies of the “Customers’ Afternoon Letter,” which sold for 2 cents a copy. *The Wall Street Journal* was born.

Remember that good home-spun advice from a professional writer and cherished subscriber:

“It’s never too late to befriend the best.”

Give us a call toll-free at 1-800-JOURNAL, for more information, or simply [CLICK HERE](#) to subscribe TODAY.

Start your *own* library...

Cordially,

Chief Executive Officer and Publisher
The Wall Street Journal

*Direct-Response Marketing Is the Fastest,
Surest,
Fool-proof Way for a Person to Achieve
Total Financial Freedom Today!”*

And You Can Take That to the Bank!

Hey, ‘Good Buddy.’ (Couldn’t resist that...)

Imagine for a second that you’re a career truck-driver.

What if someone up and offered you a fool-proof, air-tight opportunity to become an independent driver with a prime, high-paying coast-to coast route,

delivering a premium product, with a *guarantee* that you will receive a lion's share of the profits upon delivery?

For life.

OK. So maybe you're *not* a professional truck-driver and you *don't* own your own state-of-the-art rig ...

No matter. You don't need to imagine anything.

What you need is the truth. And what you really need to reward your honest effort is a reliable, abundant steady stream of solid income!

Just Imagine a free-wheeling career without financial restrictions or conventional borders ...

A few simple questions:

Do you enjoy a good conversation?

Are you capable of 'cutting to the chase' and telling people exactly what you think?

Do you know how to say exactly what people need to hear?

But maybe you're beginning to feel that you don't have the skills.

Well, are you also persuasive?

Maybe you know a real good family doctor, counselor, or a trustworthy mechanic. Or maybe you own something as simple as a cherished recipe, or that perfect tool, or even a trusty fishing lure ... then you know what I'm talking about.

If you *know* when you've got a good thing, then you'll never have a problem promoting a truly *good* product or a *proven* technique!

Here's the bottom line: If you can recognize what's good, and can recommend it to others ... then you can also create what's known in the industry as "*compelling copy*"!

People who can simply put persuasive conversation on paper are called *copywriters*.

Not quite the way you're use to hearing the term, is it?

Writing persuasive letters or short articles that *grab* a reader's attention in order to introduce them to *a proven product* is the very heart of what a copywriter does.

One place where you can use this skill and reap incredible profit is *Direct-Response Marketing*.

But here's the kicker...

When *you* create *Direct-Response Marketing* ads, letters or promotionals, you become the principal driver ... You're in the driver's seat!

But let's complete the analogy.

Truck-driving is a good honest profession. Truck-drivers are talented, dedicated, hard-working people ...

But they work tirelessly for others, and only get paid by the mile ...

Direct-Response Marketing is just as demanding as driving.

It also requires talented, experienced drivers ... But it gets you to destination without all the road-wear ...

Let's put it another way.

***Direct - Response Marketing Is Your Route to
Financial Freedom!***

Direct-Response Marketing is a lucrative long-distance route to personal success and *real financial independence* ... A route that is *proven* to give you the freedom and constant cash-flow that you so desperately need and deserve.

But there's more.

As a Direct-Response Copywriter, you *won't* need a specialized license to drive ... and there are no load-limits ...

As a Direct-Response Marketing Copywriter, you're free to haul and collect payment for all you are capable of handling!

But there's another huge benefit:

You may be hauling someone else's cargo (product), but you'll be free to choose *your own destination* and *you'll be deciding* how much your rig can handle ... and you'll be *hauling your own cash!*

Not someone else's.

As a copywriter, cruising the free and profitable routes of Direct-Response Marketing, you can virtually drive your own success.

There are no limits to how fast and far you can go ...

Oh, and there's at least one other small advantage...

***You Can Actually Drive Your New-Found Financial Success
from the Comfort of your Home!***

That's right.

As a Direct-Response Copywriter, you can maneuver your career on the road to financial freedom and independence without ever again having to leave the comfort and security of your own home!

Think about it for a moment ... You can own and operate your *own* custom, money-making career without those long, lonely coast-to-coast hauls away from family and friends ...

Just fire up the writing engine and keep it warm and well-tuned.

You might want to rename your new rig “Direct-Response Marketing.”

Personally, the people in my life don't have the time or patience time for cheap talk and empty sales-pitches ...

Where I hail from (New England), folks don't put much stock in cheap talk, hype and hucksterism.

New Englanders are naturally suspicious of strangers ... especially strangers who do not share their history, or who talk too fast and too much!

Don't get me wrong, New Englanders are friendly, but guarded ...

Where I grew up, no one just drops in without an invitation. Most folks are a little skittish about rolling out the red carpet and asking a total stranger to stay for dinner and bed down for the night ...

So just ‘dropping in’ to talk to folks like you about an opportunity of a lifetime is always suspect.

And rightly so.

Some time ago, someone from another state moved in not far from my 88-year-old aunt. She lives alone as a widow. She has lived in the same house for over 60 years. She still splits and stacks her own firewood ...

But one day, without warning, she showed up at her neighbor's door, simply, and without excess emotion, said, pointing, “ I live right over there. I'm not much for tea, but if you need me, that's where I'll be.” And then she turned and left just as quickly as she had come.

That's her idea of being a good, no-nonsense neighbor.

Her son, my cousin, lives just down the road. He has never owned a computer. He never will. “I've gotten along all my life without one ..., “ he's fond of saying, “Why would I use one now? Don't need it!”

That's a straight-shooter. He's an honest, hard-working man. All he needs to survive are good friends, a car that runs, a good chainsaw and splitting axe, and a small wood-burning stove.

A couple centuries ago, another no-nonsense New Englander borrowed a neighbor's axe one afternoon and proceeded to build a modest mansion near a remote pond...

His name was Henry David Thoreau. The pond was "Walden."

OK.

So what in the world do my relatives, and a poet from Massachusetts, have to do with Direct-Response Copywriting?

Good question.

And what does all this have to do with you?

Better question.

Bear with me ... the answer's on the way.

Just a couple more priceless anecdote, and I'll wrap it up ...

Remember, we can always learn from the experience of others.

A city-slicker asked an old patriarch from Maine one day whether he had 'lived there all his life...?'

The gentleman's response: "Not yeh...at."

Abraham Lincoln once told a young man who came to him seeking counsel about the choice of a career that there were basically two choices: You can choose a lucrative career that is driven by the desire to become wealthy, or you can choose to sacrifice your ambitions and serve humanity ... which (history confirms) is the choice that Lincoln himself made.

Between 1831 and 1858, Abraham Lincoln went bankrupt twice, failed in his bid for a seat in the Legislature, failed to secure a seat in the U.S Congress (three times), failed to become a U.S. Senator (twice), and failed in a final bid to become the U.S Vice-President ...

But in 1860, Lincoln was elected President of the United States!

What is it the old-timers use to say? “Nothing ventured, nothing gained...”

Let me *very* briefly share my story.

***Rumpelstiltskin* –**

A Potentially Profitable Tale -- Grasping for Gold Instead of Straw...

Dear Friend and Fellow Investor:

The Oxford Club specializes in transforming fine straw into gold. We work tirelessly with our cherished clientele to turn their modest strands of profit-laden resources to shimmering spools of priceless, glistening thread.

Allow me to introduce you to ***The Oxford Club***, a formidable corps of financial experts and entrepreneurs who make a living forging personal wealth and well-being for their families' futures.

Our extraordinary 65,000 members share a common commitment to build better lives through the smart acquisition of high-yield investments, and enjoy unparalleled access to a universe where valuable assets have a real opportunity to produce unimaginable gains.

All this translates daily into a virtual golden litany of low-risk, high-yield investment opportunities in everything from aluminum in China to desalination installations in Jubail Industrial City, Saudi Arabia!

The Oxford Club's unique strength lies in the ability of its membership to focus their collective expertise and investment insight on profitable international markets which lay outside the volatile fringe of conventional investment vulnerability.

Let me summarize our shared philosophy: “If you have a dollar and I have a dollar, and we exchange dollars, we still only have a dollar each. But if you know of an investment opportunity, and I know of an investment opportunity, and we exchange them, then we now have two opportunities each.”

As a premier international investment network, *The Oxford Club* is enjoying unprecedented gains and growth in the highly competitive and dynamic international arena of smart investment. But today, *The Oxford Club* would like to expand and enrich its membership base by extending a lion’s share of its proven investment resources to new partners.

Allow me to introduce the captain of our flagship, Investment Director Alexander Green.

After more than two distinguished decades as a portfolio manager at one of the world’s largest banking institutions (one with more than \$500 billion in assets under management), Mr. Green left his position to create one of the world’s most lucrative investment networks. Under his keen leadership, *The Oxford Club* has become a silent force of investment shepherds who thrive on protecting one another and leading one another to greener financial pastures in their collective quest for financial success.

Here’s an example of one of our premier investment opportunities: **Buy gold, now!**

According to a recent article by Alex Green, in 1999 the price of a troy ounce of “the barbarous relic” bottomed out at \$ 250 per ounce, the lowest in the previous 20 years. Today, the soaring value of gold is hovering around \$ 765 per ounce, and continues to rise!

While the gold market is traditionally volatile, it makes good sense, according to Green, to invest in gold now. There is no reason to believe that the value of gold will see a significant decrease anytime soon. In an article entitled “Six Reasons to Own gold Before It Breaks its all-time High,” Mr. Green makes the following observations:

- With a decrease in the value of the dollar, the value of gold tends to increase against other major world currencies...
- In an environment of ‘fear of inflation,’ gold is always a strong hedge against eroding revenues...
- The reality of emerging middle classes in both China and India is creating an increased demand for gold.
- Discovery supplies for mining companies worldwide are depleting, creating a greater demand for real precious metals, especially gold.
- With increased world-wide political and economic instability, gold is a natural ‘safe haven.’ To which individuals tend to gravitate. And finally,...
- The current ‘trend’ favors gold, “...and good traders know better than to fight the broad trend in an asset class.” (Green) And finally,

But here’s the critical point for potential members like yourself: You do *not* have to be independently wealthy, or have a secret stash of gold bullion to qualify for membership with *The Oxford Club*, or have a million-dollar nest-egg in order to come on board...

All you need is smart straw – in other words, the willingness to consider a fresh, lucrative vein of sound, trustworthy recommendations from smart, sympathetic practitioners in the trade...and the courage and good sense to freely and frequently invest a reasonable portion of whatever resources you *do* have in low-risk, high-yield markets...And then sit back and revel in a predictable, invigorating wash of wealth in the company of a family of friends.

Today, I am offering you a special introductory membership fee of \$ 49, or, should you choose, a *Premiere level* membership fee of **just \$ 79**... (Compared to our customary annual fee of \$ 159)!

Invest now, and put yourself and your family under the privileged, protective care of one of the world's preeminent investment families. Allow us to work *with* you and *for* you to transform those golden strands into lucrative spools...A golden thread that is expertly woven can so increase and enrich its yield that it soon becomes a golden spinning-wheel of wealth!

Cordially,

James B. Cooke,
Honorary Chairman of *The Oxford Club*

Direct-Response Marketing:

“The best way to achieve total financial freedom today, and every day!”

Question: If your grandmother had a seasoned, killer recipe for all-natural, homemade ice-cream, complete with fresh, fluffy, lightly-browned, deep-dish waffle-cones, warm from the oven...*do you think that you could persuade anyone to sample those luscious cones, or better yet, sell a few of those priceless creamy combinations to total strangers?*

(Or maybe you don't *want* strangers enjoying Grandma's secret recipe for homemade ice-cream...)

Here's the point: If you can convince someone of the quality of Grandma's homemade ice-cream, packed with luscious, tempting *benefits*, and get someone to actually buy a cone...then you won't have *any* problem with **Direct-Response Marketing**.

Now just suppose one day that Grandma was falling behind on the rent. So she decided to market her recipe in the neighborhood; and she made *you* her agent...

What would you say if you were to design a poster, write an ad, or even prepare a simple mailing to promote Grandma's ice-cream among your friends and neighbors? Could you write a short, persuasive sample ad to help Grandma?

You see, getting people to buy Grandma's home-made ice-cream is the very heart and soul of Direct-Response Marketing.

Now just *suppose* for a moment that instead of selling Grandma's homemade ice-cream, you are selling an *idea*...

That's right, an *idea*...a benefit-rich idea like **Direct-Response Marketing!**

Well, if you can persuade total strangers to enjoy the priceless benefits of Grandma's home-made ice-cream, then you can be a **copywriter!**

Copywriters are the people hired and paid handsome fees by companies to promote and sell their products...from ice-cream to ink-toner!

Here's a sample 'pitch,' a written conversation (which is what good 'copy' is):

"Hey, 'Good Buddy.'"
(*Couldn't resist that...*)

Imagine for a second that you're a career truck-driver. What if someone up and offered you a fool-proof, air-tight opportunity to become an independent driver with a prime, high-paying coast-to coast route, delivering a premium product, with a *guarantee* that you'd receive a lion's share of the profits *upon delivery*?

For life.

OK. So maybe you're *not* a professional truck-driver and you *don't* own your own state-of-the-art rig...

No matter. You don't *need* to *imagine* anything.

What you *need* is the truth. And what you *really* need to reward your honest effort is a reliable, abundant steady stream of solid income!

Direct-Response Marketing is the real deal.

Let's look at this from ground level.

Here's a simple question:

Do you enjoy a good conversation?

Are you capable of 'cutting to the chase' and telling people exactly what you think?

Do you know how to say exactly what people need to hear?

But maybe you're beginning to feel that you don't have the skills.....?

Well, are you also persuasive?

If you know a real good family doctor, or counselor, or a trustworthy mechanic? Or maybe you own something as simple as a cherished recipe, or that perfect tool, or even a trusty fishing lure...then you know what I'm talking about.

If you *know* when you've got a good thing, then you'll never have a problem promoting a truly *good* product or a *proven* technique!

Here's the bottom line: If you can recognize what's good, and *can recommend it to others*...then you can also create what's known in the industry as "*compelling copy*"!

People who can simply put persuasive conversation on paper are called *copywriters*.

Not quite the way you're use to hearing the term, is it?

Writing persuasive letters or short articles that *grab* a reader's attention in order to introduce them to *a proven product* is the very heart of what a copywriter does.

One place where you can use this skill and reap incredible profit is *Direct-Response Marketing*.

But here's the kicker...

When *you* create *Direct-Response Marketing* ads, letters or promotionals, *you* become the principal driver...

You're in the driver's seat!

Truck-driving is a good honest profession. Truck-drivers are talented, dedicated, hard-working people, but they work tirelessly for others, and only get paid by the mile...

Direct-Response Marketing is just as demanding. It also requires talented, experienced drivers..., but it gets you to destination without all the road-wear...

Direct-Response Marketing is a lucrative long-distance route to personal success and *real financial independence*...a route that is *proven* to give you the freedom and constant cash-flow that you so desperately need and deserve.

But there's more.

As a Direct-Response Copywriter, you *won't* need a specialized license to drive, and there are no load-limits...

And there's another huge difference:

You may be hauling someone else's cargo (product), but you'll be free to choose *your own destination* and you'll be *hauling your own cash!*

Not someone else's.

As a copywriter in the world of [Direct-Response Marketing](#), you can virtually drive your own success and enjoy the financial freedom of the road...

Oh, and there's at least one other small advantage...

You will never need to leave the comfort and security of your own home!

That's right. Own and operate your *own* custom, money-making winning rig...

Just fire up the writing engine and keep it warm and well-tuned.

Just rename your new rig "[Direct-Response Marketing](#)."

(The 'lead,' as we call it, is a bit long...as conversations tend to be. But here's the sample follow-up letter to the potential 'customer,' the ice-cream lover... 😊)

Oh, and just a bit of advice. Tell your own story. Make it personal. People love a good story:

Dear friend and fellow traveler:

Where I hail from (New England), folks don't put much stock in cheap talk, hype and hucksterism.

New Englanders are naturally suspicious of strangers...especially strangers who do not share their history, or who talk too fast and too much!

Where I grew up, no one just drops in without an invitation. People aren't likely to roll out the red carpet and ask a total stranger to stay for dinner and bed down for the night...

So just 'dropping in' to talk to folks like you about an opportunity of a lifetime is always suspect. And rightly so.

Some time ago, someone from another state moved in not far from my 88-year-old aunt. She lives alone as a widow, has lived in the same house for over 60 years, and still splits her own firewood...

One day, without warning, she showed up at her neighbor's door: "I'm _____ . I live right over there. I'm not much for tea, but if you need me, that's where I'll be." And then she turned and left just as quickly as she had come.

That's what I call a no-nonsense neighbor.

Her son, my cousin, lives just down the road. He has never owned a computer. He never will. "I've gotten along all my life without one...why would I use one now? Don't need it!"

That's a straight-shooter. He's an honest, hard-working man. All he needs to survive are good friends, a car that runs, a good chainsaw and splitting axe, and a small wood-burning stove.

A couple centuries ago, another no-nonsense New Englander borrowed a neighbor's axe one afternoon and proceeded to build a modest mansion near a remote pond...

His name was Henry David Thoreau. The pond was “Walden.”

So what in the world do my relatives and a poet from Massachusetts have to do with Direct-Response Copywriting?

Good question.

And what does all this have to do with you?

Better question.

Bear with me...the answer's on the way.

Just a few more thoughts, and I'll share my own brief story with you, and wrap it up.

A city-slicker asked an old patriarch from Maine one day whether he had ‘lived there all his life...’

The gentleman's response: “Not yeh...at.”

Abraham Lincoln once told a young man who came to him seeking counsel about the choice of a career that there were basically two choices: You can choose a lucrative career that is driven by the desire to become wealthy, or you can choose to sacrifice your ambitions and serve humanity...which (history confirms) is the choice that Lincoln himself made.

Between 1831 and 1858, Abraham Lincoln went bankrupt twice, failed in his bid for a seat in the Legislature, failed to secure a seat in the U.S Congress (three times), failed to become a U.S. Senator (twice), and failed in a final bid to become the U.S Vice-President...But in 1860, the same man was elected President of the United States!

What is it the old-timers use to say? “Nothing ventured, nothing gained...”

Allow me to very briefly share my story.

I *am* a native New Englander, born and raised in Manchester, New Hampshire, in the vicinity of historic Dunbarton (birthplace of Molly Stark) and old Londonderry (site of the Robert Frost farm).

In 1962, on the advice of an elderly high school English teacher, I enrolled at a small Christian Liberal Arts College in Nyack New York. I later attended a seminary in Massachusetts to add a strong theological foundation to my love of literature.

I spent the next 40 years as a pastor and professional teacher, including 14 years as a missionary educator in West Africa.

Today, after 38 years of marriage, four happily-married children, and eight grandchildren later...my wife and I have recently taken out our first mortgage for our first home; and have both stepped down as high school English teachers to pursue a career as professional writers.

Last year, I took a couple 'professional days' off from the normal routine of teaching to attend a 'boot-camp' for aspiring copywriters sponsored by AWAI (American Writers and Artists, Inc.) in Del Ray Beach, Florida.

I was impressed with the professional caliber and genuine openness of the participants.

The result: My wife and I signed up for the cruise of a lifetime, and have been exploring and enjoying the view ever since.

Direct-Response Copywriting Promises Significant Streams of Income For *Anyone* Who has the Desire and Motivation to Succeed

As I write, I am convinced that **the reward-laden field of professional copywriting is rich with promise and potential...**so *we are forging ahead*, practicing and polishing our writing skills.

OK. We are confident in our use of the English language. **But the fact is that we have little or no experience in marketing and advertising...and even less in the fast, fragile game of finance.**

So *why*, after a lifetime of professional service and the personal satisfaction of helping to enrich the lives and careers of others, are we now investing our time and limited resources in a new field of **Direct-Response Marketing**?

It's a little bit like raising healthy, fruit-bearing strawberry plants...

I can still remember helping my grandfather cultivate strawberries on a small sandy near his tiny cottage in Weare, N.H.

Every season, after planting, we carefully weeded, watered and mulched...slowly but surely, smaller, and then larger, sweet fresh berries filled that patch.

The art and exercise of professional copywriting is a lot like raising sweet, succulent strawberries.

Like raising strawberries, **creating compelling 'copy'** requires a healthy, quality plant (the product you are promoting), a serious, patient effort, and the careful use of skills and resources. In time writing good copy yields its own healthy runners (clients), rich, ripe blossoms...and eventually, abundant fruit (income)!

Here are some of the *solid reasons*, and sure benefits of **Direct-Response Marketing**:

- You don't have to be an expert to learn how to write good, compelling copy.
- You don't have to have a 'silver tongue' or a knack for salesmanship.
- The opportunities and the demand for committed copywriters are constant, and endless.
- The financial rewards are generous and self-sustaining. (As long as there is any kind of market with good products that people need and desire, there will always be a need for good copywriters who can create compelling copy.)

Would you like to learn more about how you can become financially independent as a copywriter through Direct-Response Marketing?

Are you prepared to enjoy the luxury of writing creative, compelling copy in the comfort of your own home?

Are you ready to be free from the burden of creating wealth and success for others (your company, business or firm), when you can retire now, for good, and reap a steady stream of incredible income?

If your answer is “YES!” to any or all of these questions, then you are ready today to begin the journey of a lifetime...

Our talented team at AWAI (American Writers and Artists, Inc) is ready now to provide you with all the practical tools and training you will require to begin a fresh, bright, lucrative career as a copywriter.

Today, **American Writers and Artists, Inc.** the nation’s premier professional copywriters’ compass, is offering *you* a unique bridge to financial freedom and success...

Right now, AWAI is offering *you* its *Accelerated Program for Six-Figure Copywriting* at the minimal monthly cost of just \$39. Just \$39 per month for 13 months – a total of \$457 for the *entire* program – a savings of 10%. And this reduced price includes substantial bonuses! Imagine.

A once-in-a-lifetime investment of *less* than \$500 that virtually guarantees you financial freedom for the future!

Order your passport to financial freedom now!

You are just one small step from success...

Begin immediately to forge a new future and blaze a new trail toward financial freedom and independence...

We here at AWAI are simply going to equip you with your own rig...

You drive.

[CLICK HERE](#) to register now.

Well, there you have it.

You've been a most patient reader ... If, indeed, you have managed to make it to this point in this 'abbreviated' personal profile/promotional package.

Let me just make one closing comment.

I would love to serve you.

Please contact me personally, for whatever copywriting need you may have.

Just let me know what it is that you need accomplished.

Let's work together for your success.



Dr. Peter L. Colman

Here's just one final brief summary of the copywriting services that I offer ...

For a more detailed summary, please feel free to peruse my copywriter's website at www.colmancopywriting.com. Or have a look at my personal website at www.drpetercolman.com.

Areas of capability and expertise:

*Creative writing - short-stories and novels -
Ghost-writer, Professional Copywriter - cover letters,
landing pages, compelling leads, fund-raisers,
business promotional and publications...
Professional Intercultural and Cross-cultural
Communicator, Lecturer and Conference Speaker*



*There is no frigate like a book
To take us lands away,
Nor any coursers like a page
Of prancing poetry.*

*This traverse may the poorest take
Without oppress of toil;
How frugal is the chariot
That bears a human soul!
(Emily Dickinson)*

The Word Is Out...

*Here's your opportunity to connect with a
professionally-trained and seasoned, creative
writer/copywriter, poet and wordsmith...*

Thank you for your patience and kind attention!

