

How To Write Sales Letters, Proposals, and Emails That Make Things Happen!

“Letter, proposal, and email writing is as effective a selling technique as in-person presentations... sometimes even more so.”



Today's advertising selling marketplace is no longer responsive to the strategies that worked in the past. There are just too many products, too many companies, and too much marketing noise.... Unfortunately, you can't master the art form of high-impact, result oriented writing in college. It's more an art form than academic skill. In this session, you will learn why you must unlearn everything you know about this essential topic.

After completing this session, attendees will:

- Understand how to write effective correspondence that produces ad space.
- Understand the difference in hot and cold correspondence.
- Understand that you must ask questions that create the opportunities for prearranged answers.
- Understand the importance of using positive, agreement oriented words in the infrastructure of letters emails, and proposals.
- Understand and learn how to be conversational in your writing technique.
- Understand that certain words are irresistible and create instant action.
- Understand and learn how to create mental movies in the mind of the reader.
- Learn the sales potential of short words and short questions.
- Understand dynamic PowerPoint attachments.
- Learn irresistibly magnetic and magical writing techniques.
- Learn why your emails don't work.

Instructor: **Spencer H. Longshore, III**, Chairman/CEO Time & Space, Inc.

Spencer started and sold the Longshore Group, the largest independent publisher's rep firm in America. He is considered to be the most effective instructor on the subject of selling magazine advertising. Spencer has taught advanced advertising sales seminars for *Folio*, hundreds of publishers and a host of regional, national, and international advertising organizations over the past 25 years.

For: Advertising Sales Executives