

# How to create your own **POWERFUL** Ads and Promo Pieces

by Larry Mersereau

**D**iscover the secrets top advertising “creatives” use to design and write marketing communications that absolutely demand attention ... and response!

You'll use these techniques to breath new life into all of your...

Ads      Sales Letters      Web Pages      On-Hold Messages      Brochures  
Newsletters      Classifieds  
Direct Mail Packages      Flyers      Response Coupons  
Post Cards      Point of Purchase Displays      Table Tents  
Yellow Pages Ads      Voice Mail Messages      Fax Blasts  
Emails      Sales Scripts      Trade Show Displays

“If you want to boost sales...and *PROFITS*...for your business or professional practice, this book is for you!”