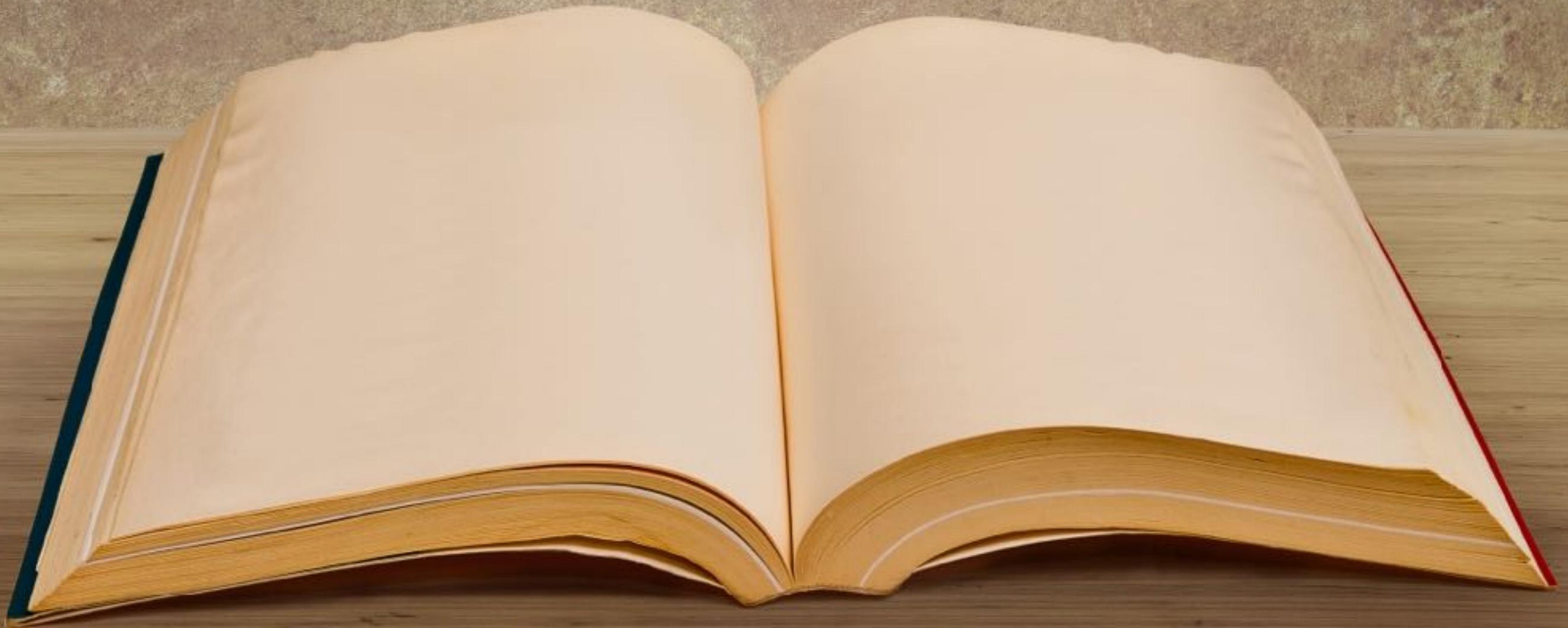


The Book I Never Wrote

by Mark Spector



I once overheard an advertising executive say,
“Mark Spector wrote the book on this type of direct
marketing.”

Now I still don't know what type of direct
marketing she was talking about and I certainly never
wrote any book.

But if I did write one, here's what it would say:

Intrigue me.



Akamai Technologies

October 27 at 9:05 AM

Our guest author sees organizations making the same mistakes with API security that they once made with web security. See details in our new report. <http://ow.ly/Ccp50Gza2c>

[state of the internet] / security

Those who don't
learn from the past...



Make me think.

Does fraud prevention cost you more than fraud?

[Read the Gartner® report](#)



Stop treating honest customers like criminals.

[Read the Gartner® report](#)



Gartner: How many times does the same customer have to tell you, "I am not a robot."

[Read the Gartner® report](#)



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hell worth millions.**

**Look what the
companies
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produce returns
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If you have something to say, say it.



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A \$100 chargeback costs more than \$100. Between time, fees, penalties, lost goods and services—Lacko estimates that you pay \$101 for every \$100 in fraud. Too many chargebacks and you'll see falling revenues and mounting fines from Visa and MasterCard. In fact, you can lose your card processing privileges altogether.

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Pinpoint Intelligence works with your existing payment processor and technology. When a customer files a dispute with their issuing bank, our networks pick up on-band alerts you. There are no on-up charges—just a modest monthly fee for the service and a per-alert fee. You pay for the alerts you receive.

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- Multi-Channel Retailers
- Direct Response Marketers
- Community Programs
- Digital Goods Retailers
- Affiliate Marketers
- Call Centers
- Gift Card Distributors
- B2B Marketers
- Luxury Goods Retailers
- Health & Beauty
- Online Gaming

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www.pinpointintel.com



Pinpoint Intelligence helps you:

- Reduce chargeback ratios to acceptable levels
- Identify sources of fraud and stop them
- Intercept fulfillment of disputed purchases
- Red flag fraud-prone accounts before further issues occur
- Identify affiliates with higher levels of fraudulent activity
- Recover chargebacks without tying up resources
- Rescue orders from erroneously declined cards

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If you have nothing to say, say it well.

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You don't write the code in third-party scripts, but if it runs on your website, it's your risk. See how to protect yourself in this #IDC report. <http://ow.ly/rZ8550GpVy6>

 **Don't let third-party vulnerabilities become yours**

👍 20

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Many APIs expose more information than they should. What makes them so vulnerable and what can your organization do about it? See our new report. <http://ow.ly/PLYW50Gz9MI>

[state of the internet] / security

When API means TMI...



👍 1

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Akamai

Get More COVID-19 Vaccines into More Arms

Here's how

This advertisement features a dark background with a blurred image of a healthcare worker in a white coat and face shield. The Akamai logo is in the top left. The main headline is in large white text, and a call-to-action button is in orange.

Akamai

Their code. Your responsibility.

Protect against major digital supply chain threats.

Try our solution – free

This advertisement has a dark background with faint, light-colored code visible. The Akamai logo is in the top left. The headline is in large white text, followed by a sub-headline and a call-to-action.

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SELL FAST. GET PAID FAST.



Call APMEK and you can lock in a competitive price in minutes. Here's a sampling of the more than 10,000 products we'll buy now:

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	1 OZ	1/2 OZ	1/4 OZ	1/10 OZ		20.5 GRAM	31.1 GRAM	KEY DATE
Gold Eagle	+\$34.00	104.5%	106.25%	109.50%	Silver Eagle	+\$2.20	-\$2.20	Call
Gold Maple Leaf	+\$18.00	101.5%	103.5%	108%	Silver Maple Leaf	+\$5.55	+\$155	Call
Gold Buffalo	+\$54.00				Silver Philharmonic	+\$1.50	+\$150	
Gold Kruggerand	+\$20.00	103%	105%	106%	Silver Panda	+\$4.50	Call	Call
Gold Hangaroo/Nugget	+\$5.00	SPOT	SPOT	SPOT	Silver Libertad	+\$1.50	+\$160	Call

GOLD BARS				SILVER BARS & BOUNDS				
	Pamp	Credit	Perth	Other	APMEK	Engelhard	IN	Other
1 oz Bar w/ Assay	+\$3.00	+\$2.00	+\$8.00	+\$3.00	1 oz Silver Round	+\$0.40	+\$2.50	+\$4.00
1 oz Bar w/ out Assay	-\$5.00	-\$5.00	-\$5.00	-\$5.00	1 oz Silver Bar	-\$0.40	-\$2.00	+\$0.40
					10 oz Silver Bar	-\$3.00	-\$20.00	-\$10.00
					100 oz Silver Bar	+\$10.00	SPOT	+\$24.00

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Deliver long text in digestible chunks.



Even the most successful sales people waste time. Sometimes because of outmoded sales practices. Sometimes because of roadblocks that management creates. Here are some common time wasters and how you can remedy them.

1) Planning Becomes Forecasting

Pipeline meetings shouldn't turn into discussions of deal sizes and close dates. Focus on identifying specific account issues, challenges and sales strategies. In other words, how to drive deals forward.

2) Inactive Opportunities

Dormant deals clutter your pipeline and complicate forecasting. Contact prospects who haven't had activity in a while. If they're still interested, create active tasks. If not move them to the "disqualified deal" graveyard.

3) Misuse of Social Media

Don't spend hours looking for content to curate or spam contacts with sales pitches. Instead, use social media to solve problems, add value and promote your own content. People buy from leaders, not followers.

4) Cold Calling

Buyers today do a lot of homework. They know what problem they want to solve and review options before they talk to a salesperson. Let the marketing department attract and educate prospects. Sales should be selling.

5) "I'd Rather Do it Myself"

A rep drops everything to track down a ship date. Or takes half a day to find an old pitch deck. Yes, the best sales pros thrive on independence and like to do things themselves. But any rep who has support should use it.

6) Unqualified Prospects

A prospect fills out an online form. Or calls for information. Yes, a follow up call is worthwhile. But drop qualifying questions early in the conversation, and move on quickly if the prospect doesn't meet your criteria.

7) Inefficient Sales Processes

Companies with a formal sales process drive 28% more growth. Make sure your processes to align with the company's GTM strategy. Review them regularly to see what works and what doesn't.

8) Failing to Update the CRM

Every minute a rep spends looking for names, past activities and outcomes is a minute wasted. CRM makes that information instantly available. But it representatives need to update it immediately after every activity.

9) Updating the CRM

17% of salespeople cite manual data entry as the biggest challenge of using their existing CRM. Configure your CRM to match your reps' workflow. Or better yet, eliminate manual data entry altogether.

10) Lagging technologies

Underlying CRM technologies are evolving at a dazzling rate. Soon, manual data entry will be as quaint as phone messages on sticky notes. You either adopt more productive technologies or give an edge to competitors that do.

Rollio uses Artificial Intelligence to eliminate manual data entry from Salesforce.com. Reps use their own words to tell the app about an activity, and Rollio populates CRM fields. And that gives a lot of time back to salespeople.

Tell a story.



BY
18

How Artificial
Intelligence Can Turn
Every Sales Rep Into a
Super Rep.

Back in the 1980s, a \$50 million account (a lot of money back then) was up for grabs. The CEO of one vendor booked a ticket on the same cross country flight as the prospect. As the plane boarded, he handed the prospect a pitch deck and took a nearby seat.

You know what happened next. Seats were traded; the leaders spoke. By the time the plane landed, it was just a matter of details and formalities until the deal was closed.

Artificial Intelligence (AI) can give every single one of your reps the power of that vendor's CEO.

Decide which leads to focus on. The CEO obviously didn't go to this effort for every high value prospect that came along. He had good reason to believe he could close this prospect. Today's developing AI tools can analyze your existing customers' profiles and identify targets worthy of the most resources.

Find out who's in charge and how to reach them. The CEO had industry publications and contacts. You have social media, official Websites, search engines, and other sources. AI can dig through this and come back with amazingly accurate – sets of contact information.

Reach out to the customer in the customer's voice. The language in the pitch deck, the conversation on the plane—the CEO knew who

he was talking to. New AI tools can do the same. They can analyze a person's online information, build a personality profile, and then recommend the words and tone of voice they're most likely to respond to.

Take the grunt work out of scheduling: "How about Tuesday at 4? Can't do that? Okay, how about Monday at 3?" The CEO and his contact had assistants to take care of those details. Your sales team can have intelligent agents.

Focus salespeople on selling and closing deals, not chasing down leads: It took a long time for this opportunity to emerge. That's why the CEO used a lot of resources to keep unqualified prospects engaged. Today, AI-based sales assistants can tirelessly engage potential customers in natural, two-way conversations, for as often and as long as necessary. Always persistent. always polite.

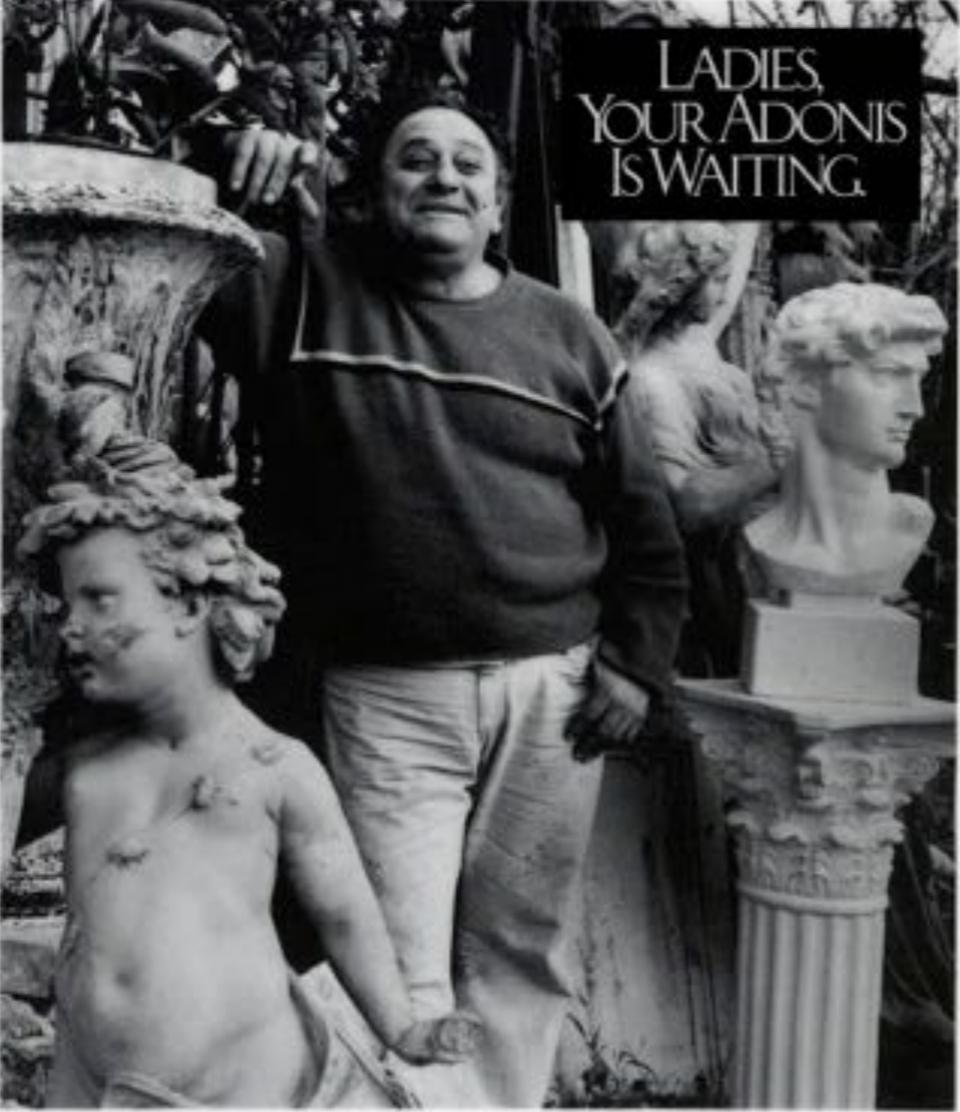
Get down the details: The prospect and CEO exchanged a lot of information on that flight. There were lots of details and formalities to work out. When they parted ways, the CEO telephoned his office and laid out every detail from that conversation. AI can make entering data into your CRM as simple as that phone call. The company that offers that AI is Rollio.

[Click here](#) for a free demonstration. It's another way that AI can free your sales team to drive more revenue.

Keep an open mind.

And don't forget to have fun.

RENAISSANCE ART FROM A RENAISSANCE MAN



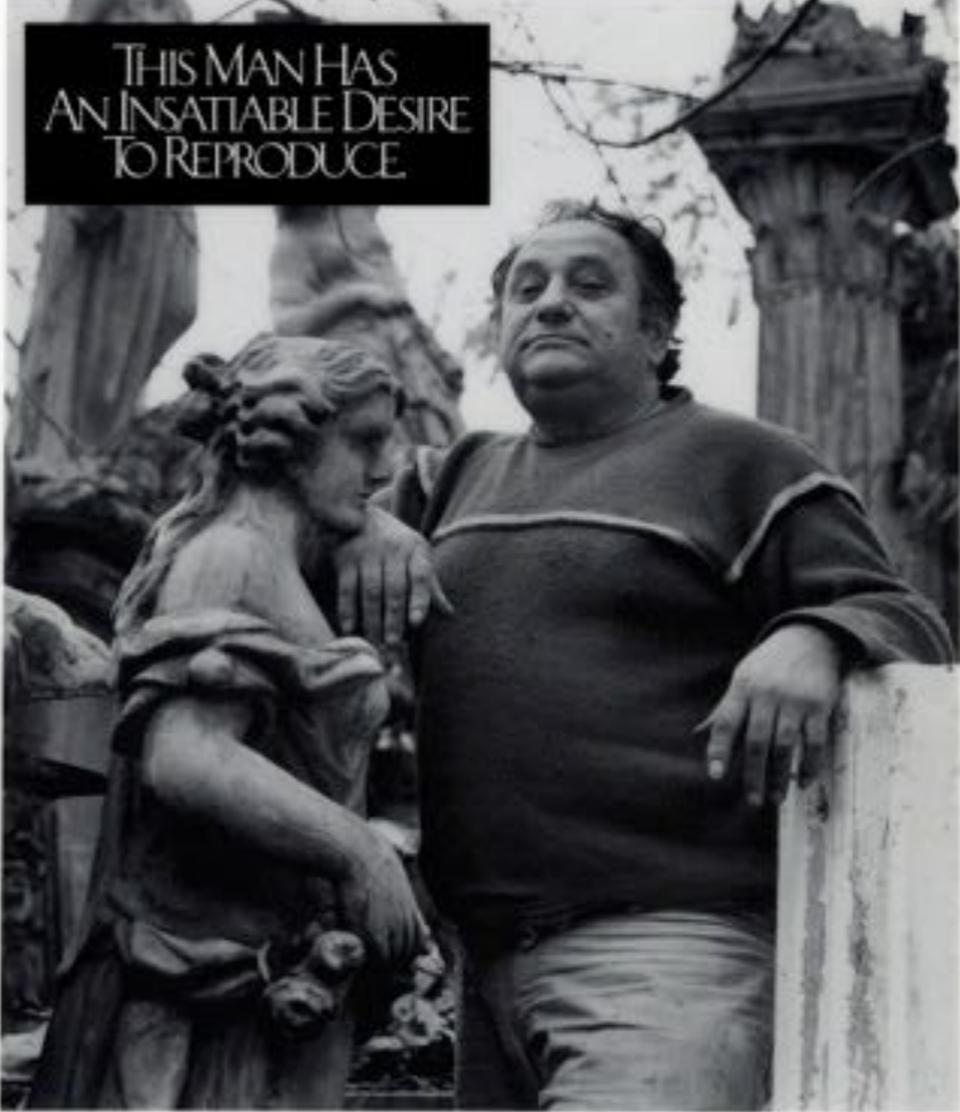
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TO REPRODUCE.

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ANGELO NARDONE SCULPTURES

ANGELO NARDONE SCULPTURES

Mark Spector...

“...is a seasoned A-list creative professional.”

“...gets his head around any topic and produces snappy headlines or long-text copy or anything in between.”

“...brings a high level of passionate engagement to every assignment he takes on.

“...was born a creative director; spend five seconds with him and you'll leave with five million-dollar ideas.”

“...is one of the most effective advertising copywriters and creative managers I've ever worked with.”

MARK SPECTOR
COPYWRITER/CREATIVE DIRECTOR

Resume

OVERVIEW

A gifted copywriter and collaborative, hands-on creative director with strategy and branding experience, plus an understanding UX and design. This jack-of-all-trades-master-of-copy approach has helped several clients (including multi-billion-dollar companies) establish or cement leadership positions in their industries.

WORK EXPERIENCE

February 2019–Present Copy Chief, Magnetik

Clients include: Akamai, Alliance Direct Benefits, Castrol

March 2007–Present Freelance

Clients include: PEX (prepaid business debit card platform); Rollio (artificial intelligence sales technology); APMEX (leading Internet retailer of precious metals); Pinpoint Intelligence (Credit card processing and fraud protection), Zacks Direct (Alternative investment advertising), and more

Agency clients include DraftFCB (Citibank, Verizon), G2 (Time Warner Cable, Aetna, Fidelity, CVS), Digitas (TIAA-CREF), Merkley (AXA), O2KL (AARP Auto Insurance, American Express Publishing), HNW (Citibank, AXA, HSBC, BNY Mellon), and more.

2004-2007 VP, Creative Director, Y&R Brands (Wunderman)

Microsoft Servers & Tools Group (Azure predecessor), leading online and offline efforts of up to 20 writers, art directors, strategists, information architects, developers, and producers responsible for global relationship marketing efforts.

2000-2004 VP Creative Director, Foote Cone Belding

Clients include AT&T, Chase Qwest, Gevalia, Merck, Amgen, and US Postal Service

1990-2000 Partner, Associate Creative Director, OgilvyOne

Clients include IBM, AT&T, American Express, TIAA-CREF, and Jaguar

EDUCATION

- School of Visual Arts
School of Continuing Education: Copywriting and Advertising Courses
- Queens College, City University of New York
Major, Philosophy; Minors in Psychology and Communications

REFERENCES

Available upon request

Thank you.

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